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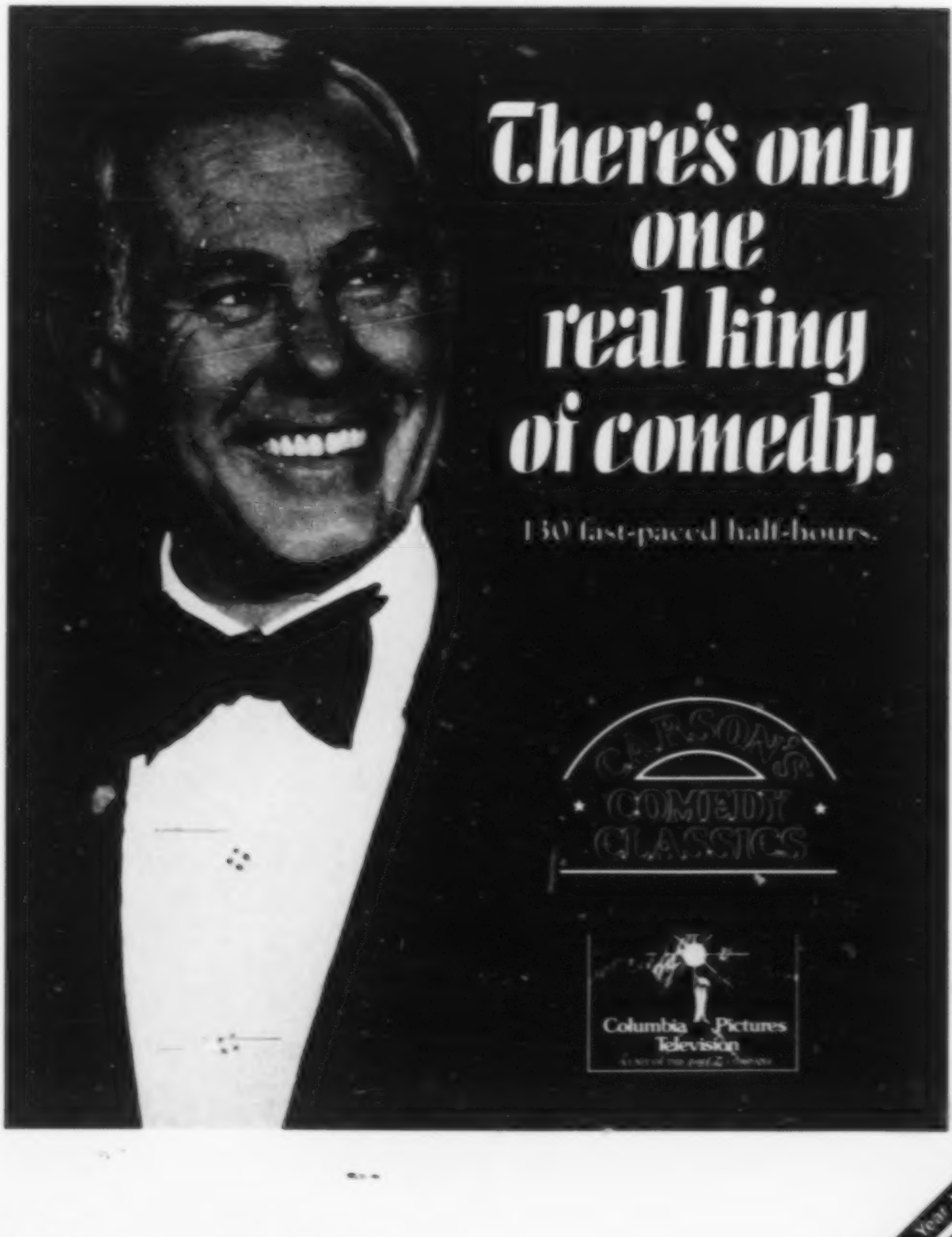
The Fifth Estate

Broadcasting ☇ Nov 5


There's only one real king of comedy.
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Carson's Comedy Classics
Columbia Pictures Television

54th Year 1984

NBC resurgent

Vol. 107 No. 19

Broadcasting Nov 5

NBC on the ratings rebound
Final hours for campaign '84
Standards talk at SMPTE

TINKER TURNAROUND □ NBC has made dramatic rating improvements in its prime time schedule this fall, lifting itself into second place during nonspecial programing weeks. All that is making Grant Tinker, in the NBC catbird seat, a happy man. **PAGE 31.**

ELECTION SHOWDOWN □ Election campaigns head into final hours as both parties spending heavily in broadcast advertising. Broadcast journalists gear for mammoth election-night coverage. **PAGE 34.**

RADIO's WORLD □ Jankowski warns that not all radio networks may survive. **PAGE 36.**

STANDARD TALK □ Society of Motion Picture and Television Engineers convention hears plea for standards for half-inch VTR's and HDTV. **PAGE 37.**

NBC WINNER □ Jury throws out libel suit presidential candidate Lyndon LaRouche brought against NBC and awards network $3 million, saying it was damaged. **PAGE 38.**

REACHING 12 □ FCC Commissioner Dawson reiterates her desire to include an audience reach approach in modifying the multiple ownership rule. **PAGE 42.**

YES VOTE □ In comments at FCC, broadcasters support NAB-AMST plan for must carry of television stereo on cable systems. **PAGE 46.**

FORTUNE TELLER □ King World Prods. files SEC offering to sell 1.2 million shares for between $8 and $10 per share. **PAGE 48.**

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PROGRAM FAIR □ Fate of *NewsHour* highlights PBS program fair in Seattle. **PAGE 62.**

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TAKING AIM □ Broadcast journalists rebut charges by Accuracy in Media that the media have underplayed questions about Ferraro. **PAGE 68.**

LIMITED APPEAL □ Survey of network sales heads and advertisers finds that split-30 second commercials have found a home, but may not expand much beyond their present use. **PAGE 72.**

CHICAGO GATHERING □ TVB annual convention to focus on "Managing the Future." **PAGE 74.**

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VIEWTRON CUTBACKS □ Knight-Ridder is paring down its videotex operation in south Florida. **PAGE 76.**

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STEADYING HAND □ New RKO Radio President Jerry Lyman brings a solid track record to job of running radio operation. **PAGE 103.**

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CBS, NBC tie in week five

It was a draw in the national prime time ratings for the fifth week of the season, as both CBS and NBC tied for first with averages of a 16.5 rating and 26 share for the week ended Oct. 28. ABC averaged a 15.3/25.

For ratings watchers it was a curious week. The first Nielsen measurements made public put CBS ahead of NBC by four tenths of a rating point, but those ratings did not include football overruns on Sunday. The ratings were later revised to include football overruns—both CBS and NBC carried games that ran past 7 p.m.—and those showed that NBC slipped past CBS by one tenth of a rating point. However, after CBS analysts examined the new ratings, they claimed that Nielsen double-counted some of NBC's households and asked for another revision. Late in the week, with NBC concurring, Nielsen adjusted its estimate and the new averages showed CBS and NBC tied.

NBC won but one night: Tuesday. Two of its shows that night—*A Team* and *Riptide*—were among the top-10 rated shows of the week, and its third—*Remington Steele*—ranked 17th. The remainder of the week fell into a familiar pattern with CBS winning Monday, Thursday, Friday and Sunday, and ABC taking Wednesday and Saturday.

Among the top 10 shows, CBS had five, NBC had three, and ABC had two. For the second consecutive week, ABC's *Dynasty* was the top-ranked show, averaging a 26.3/39 and improving its performance by two-tenths of a rating point over the previous episode.

For the week, the networks had a combined average of 48.4/77, up from the previous week's average (47.5/78), but down somewhat in both rating and share from the comparable week last season (49.5/78).

In season-to-date averages, reported NBC researchers, NBC is the only network to show an improved rating and share over the comparable period a year ago. ABC and CBS have posted declines. For the first five weeks (Sept. 24-Oct. 28), NBC has averaged a 17.3/28 (up 13%), while CBS has averaged a 16.9/27 (down 6%), and ABC has averaged a 15.2/25 (down 14%). And although when the ratings for the World Series are excluded, NBC falls two-tenths of a rating point behind CBS in season-to-date averages, NBC researchers noted it is still the only network to show an increase over the comparable period last year—up 8% compared to an 8% drop for CBS and an 11% decline for ABC.

Highlights of the week, night by night:

■ CBS won Monday by four-tenths of a rating point over runner-up NBC in large part from the boost provided by *Cagney & Lacey* in the 10-11 p.m. period. NBC reclaimed the 8-9 p.m period with *TV Bloopers & Practical Jokes* over CBS's *Scarecrow & Mrs. King* but thereafter lost ground the rest of the evening as CBS steadily built momentum with its regular lineup of *Kate & Allie, Newhart* and *Cagney & Lacey*. ABC's *Call To Glory* at 8 p.m. averaged a 13.3/20, its second lowest rating in the past five weeks, and *Monday Night Football*, which followed, averaged a 15.4/27, down from the previous week's 16.5/28 but on par with its five-week average (15.4/26).

■ NBC mowed the competition Tuesday with its regular lineup of *A Team, Riptide* and *Remington Steele*. Meanwhile CBS, weighted down by a paid political half-hour at 8:30 p.m. for presidential candidate Lyndon LaRouche, clocked in with an average 10.7 rating for the evening—the lowest nightly average of any network for the week. ABC saw its share steadily decline throughout the evening, although excluding baseball playoffs in week number two it was the highest rated Tuesday (14.6 average) for that network this season. The third episode of ABC's *Who's The Boss?* earned an 18.3/27 in its new time period at 8:30 behind *Three's A Crowd*, up markedly from its last broadcast on Sept. 27 which averaged a 10.7/17.

■ ABC won Wednesday, as it has four out of five times this season, powered by its regular schedule of *Fall Guy, Dynasty* and *Hotel*. CBS, which averaged an 11.6 rating for the night, was weighted down by *Dreams*, ranking 76th out of 80 programs. NBC's *Highway To Heaven* averaged a 17.2/27 and ranked 28th for the week. CBS's TV movie, "With Intent To Kill," averaged an 11.8/19 and ranked 65th.

■ CBS easily took Thursday with *Magnum, P.I., Simon & Simon* and *Knots Landing*—all included in the top 10 shows of the week. Both *Magnum* and *Simon & Simon*, which averaged a 22.3/34 and 24.2/37, respectively, turned in their best performances of this season. And for the first time in five weeks, NBC's *The Cosby Show*, which averaged a 21.2/33, did not beat the half-hour of *Magnum* opposite it. But *Hill Street Blues*, carrying a 19.1/31 average, had its best rating yet this year.

■ CBS won Friday with dominance in the 9 to 11 p.m. block credited to *Dallas* and *Falcon Crest*. The 8 p.m. hour was a virtual three-way tie. The first episode of the series *V* on NBC averaged 15.4/26, while back-to-back special episodes of *Garfield* and *Peanuts* on CBS averaged a 15/26 and *Benson* and *Webster* on ABC had a combined average of 15.2/26.

■ ABC took Saturday, although it lost the 8 to 9 p.m. period to NBC's comedies, *Diff'rent Strokes* and *Gimme A Break*. ABC dominated the 9 to 11 p.m. period with *Love Boat* and *Finder of Lost Loves*.

■ CBS won Sunday, although its victory was principally due to *60 Minutes*, which averaged a 24/37. NBC's comedy block of *Punky Brewster* and *Silver Spoons*, opposite *60 Minutes*, was among the bottom three ranked shows of the week. But ABC clearly won the 9 to 11 p.m. period, as the TV movie, "Wet Gold," starring Brooke Shields, averaged an 18.3/30, and tied for 20th place with ABC's *Who's The Boss?* for the week.

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	26.3/39
2.	Dallas	CBS	25.9/42
3.	A Team	NBC	24.5/37
4.	Simon & Simon	CBS	24.2/37
5.	60 Minutes	CBS	24.0/37
6.	Riptide	NBC	22.4/34
7.	Magnum, P.I.	CBS	22.2/34
8.	Bill Cosby Show	NBC	21.2/33
9.	Knot's Landing	CBS	20.5/33
10.	Hotel	ABC	20.3/34
11.	Family Ties	NBC	20.2/31
12.	Fall Guy	ABC	20.2/31
13.	Falcon Crest	CBS	19.9/34
14.	Cheers	NBC	19.8/30
15.	Cagney & Lacey	CBS	19.7/32
16.	Murder She Wrote	CBS	19.7/29
17.	Remington Steele	NBC	19.5/33
18.	Hill Street Blues	NBC	19.1/31
19.	Newhart	CBS	18.8/28
20.	Wet Gold	ABC	18.3/30
21.	Who's the Boss?	CBS	18.3/27
22.	Kate & Allie	CBS	18.1/27
23.	Night Court	NBC	18.1/27
24.	TV Bloopers & Prac. Jokes	NBC	18.1/27
25.	Aurora	NBC	18.0/28
26.	Facts of Life	NBC	17.4/26
27.	Jeffersons	CBS	17.3/26
28.	Highway to Heaven	NBC	17.2/27
29.	Scarecrow & Mrs. King	CBS	17.0/25
30.	Knight Rider	NBC	16.6/25
31.	Webster	ABC	15.8/26
32.	It's Your Move	NBC	15.8/24
33.	Love Boat	ABC	15.6/27
34.	Garfield Special	CBS	15.4/27
35.	L.A. Rams vs. Atlanta	ABC	15.4/27
36.	V	NBC	15.4/26
37.	Three's a Crowd	ABC	15.4/24
38.	Hardcastle & McCormick	ABC	15.3/23
39.	City Killer	NBC	14.9/24
40.	Alice	CBS	14.8/23
41.	Paper Dolls	ABC	14.8/22
42.	Benson	ABC	14.6/25
43.	Charlie Brown Special	CBS	14.6/24
44.	Gimme a Break	NBC	14.4/26
45.	Trapper John, M.D.	CBS	14.4/25
46.	St. Elsewhere	NBC	14.1/24
47.	Finder of Lost Loves	ABC	14.0/26
48.	20/20	ABC	14.0/23
49.	Cover-Up	CBS	13.7/26
50.	Call to Glory	ABC	13.3/20
51.	Diff'rent Strokes	NBC	13.0/24
52.	Matt Houston	ABC	12.7/22
53.	Charles in Charge	CBS	12.4/19
54.	T.J. Hooker	ABC	12.3/22
55.	Mike Hammer	CBS	12.2/21
56.	Ripley's Believe It or Not	ABC	12.2/19
57.	Miami Vice	NBC	12.1/21
58.	Jessie	ABC	12.1/20
59.	Cowboy and Ballerina	CBS	12.1/19
60.	With Intent to Kill	CBS	11.8/19
61.	Airwolf	CBS	11.6/21
62.	Hunter	NBC	11.1/18
63.	Partners in Crime	NBC	10.8/19
64.	Hawaiian Heat	ABC	10.6/17
65.	E/R	CBS	10.4/16
66.	The Jerk	ABC	10.3/16
67.	Dreams	CBS	10.0/15
68.	Hot Pursuit	NBC	9.1/17
69.	Punky Brewster	NBC	8.6/13
70.	Silver Spoons	NBC	8.2/13

*indicates premiere episode

ian, Miss. 39302. Principal is owned by Larry Torgeson (51%), Marvin Henry (24.5%) and Sarah King (24.5%). Torgeson and Henry are sales manager and program director, respectively of WQIC(AM) Meridian, Miss., which is owned by Torgeson's parents, Stanleigh and Dorothy Torgeson. Filed Oct. 25.

■ *Lawton, Okla.—Lawton Educational Broadcasting Foundation seeks 90.3 mhz; .378 kw; HAAT: 147 ft. Address: Route 4, Box 148 A, 73505. Principal is charitable trust headed by Harold W. Wilson. It has no other broadcast interests. Filed Oct. 29.

■ Folly Beach, S.C.—Charleston Communications seeks 97.7 mhz; 3 kw; HAAT: 100 m. Address: Suite 201, 100 Broad Street, Charleston, S.C. 29401. Principal is equally owned by Jay Douglas Mullen, William B. Hallman and James O. Pratt. They have no other broadcast interests. Filed Oct. 29.

TV's

■ Big Bear Lake, Calif.—Felice-Tec seeks ch. 59; ERP 5000 kw vis.; 500 kw aur.; HAAT: 2,000 ft.; ant. height above ground: 467 ft. Address: P.O. Box 1554, 22315. Principals are Joseph J. Felice (75%), Allan Stirling (10%) and three others. They have no other broadcast interests. Filed Oct. 10.

■ Palatka, Fla.—Pentecostal Revival Association Inc. seeks ch. 63; ERP 12.42 kw vis.; 1.24 kw aur.; HAAT: 312 ft.; ant. height above ground: 281 ft. Address: Rte. 4, Box 1506, 32077. Principal is equally owned by James L. Harrell Sr.; his wife, Dolly, and their son, James. It also is app. for LPTV in Palatka. Filed Oct. 15.

■ *Fort Wayne, Ind.—Fort Wayne Public Television Inc. seeks ch. 39; ERP 23 kw vis.; 2.3 kw aur.; HAAT: 747 ft.; ant. height above ground: 1,563 ft. Address: 227 E. Washington Blvd., 46802. Principal is nonprofit corporation headed by Thomas F. Scully, president. It has no other broadcast interests. Filed Oct. 17.

■ Hopkinsville, Ky.—Christian County Television Ltd. seeks ch. 51; ERP 1000 kw vis.; 100 kw aur.; HAAT: 432 ft.; ant. height above ground: 285 ft. Address: 2119 S. Virginia St., 42240. Principal is owned by D.J. Everett (100% control, 20% of capital) and Kentucky New Era Inc. (80% of capital). Kentucky New Era Inc. is publisher of *Kentucky New Era*, daily newspaper in Hopkinsville. It is owned by Robert C. Carter, chairman (5%); Nita R. Wood (47.5%), and trust controlled by her sister, Helen, and Helen's daughter, Rebbecca (47.5%). New Era owns LPTV station W43AG, and is app. for new LPTV in Hopkinsville. Everett is app. for LPTV's in Hopkinsville and Clarksville, Tenn. Filed Oct. 24.

■ Vineland, N.J.—Petrum Broadcasting seeks ch. 59; ERP 4118 kw vis.; 362 kw aur.; HAAT: 931 ft.; ant. height above ground: 1,049 ft. Address: 4326 Valley View Rd., Norco, Calif. 91760. Principal is owned by Marshall G. Peters (30%); his wife, Linda (30%), and Linda Trumbly (40%). It has no other broadcast interests. Filed Oct. 22.

■ Memphis—Jack Townes seeks ch. 50; ERP 5000 kw vis.; 500 kw aur.; HAAT: 1,116 ft.; ant. height above ground: 1,088 ft. Address: 157 Poplar Ave., 38104. Principal has no other broadcast interests. Filed Oct. 22.

■ Conroe, Tex.—TRG Broadcasting Systems Inc. seeks ch. 55; ERP 3760 kw vis.; 376 kw aur.; HAAT: 1,575.25 ft.; ant. height above ground: 1,616.75 ft. Address: Box 422, Centerville, Tex. 75833. Principal is owned by Thomas R. Gilchrist, who owns CP for new TV in Jacksonville, and is app. for new TV in Lubbock, and new FM in Victoria, all Texas. He also owns cable TV systems in Centerville, Oakwood, Leona, Midway, Normangee, New London, Turnertown, Laneville, New Summerfield, Mount Enterprise and Leakey, all Texas. Filed Oct. 18.

■ Decatur, Tex.—Wise County Messenger Inc. seeks ch. 29; ERP vis. 5000 kw; aur. 500 kw; HAAT: 479 ft., ant. height above ground: 467 ft. Address: P.O. Box 149, 76234. Principal is owned by Roy Eaton. It has no other broadcast interests. Filed Oct. 26.

■ Fort Worth—Dave Resse seeks ch. 52; ERP 5000 kw vis.; 500 kw aur.; HAAT: 1,209.6 ft.; ant. height above ground: 1,173.6 ft. Address: 1080 Pinehurst, Las Vegas 89109. Principal is owned by Reese (51%) with other limited partners to be named. It has no other broadcast interests. Filed Oct. 19.

Summary of broadcasting
as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Facilities Changes

Applications

AM's

Tendered

■ WPIK (990 khz) Flomaton, Alaska—Seeks CP to change power to 2.5 kw. App. Oct. 23.

■ WINU (1510 khz) Highland, Ill.—Seeks CP to change freq. 880 khz; add night power with 250 w; increase day power to 5 kw; install DA-2; change TL, and make changes in ant. sys. App. Oct. 26.

Accepted

■ KLNI (1380 khz) Pearl City, Hawaii—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 24.

■ WERA (1590 khz) Plainfield, N.J.—Seeks MP to make changes in ant. sys. App. Oct. 26.

■ WACK (1420 khz) Newark, N.Y.—Seeks CP to make changes in ant. sys. App. Oct. 26.

■ KSKY (660 khz) Balch Springs, Tex.—Seeks MP make changes in ant. sys. App. Oct. 23.

Canceled

■ WUST (1120 khz) Washington—CP to increase power to 5 kw. Canceled Oct. 26.

■ WMAF (1230 khz) Madison, Fla.—CP to make changes in ant. sys. Canceled Oct. 26.

■ WTMC (1290 khz) Ocala, Fla.—CP to make changes in ant. sys. Canceled Oct. 26.

■ WFCV (1090 khz) Fort Wayne, Ind.—CP to change city of lic. to New Haven, Ind.; add nightime service with 500 w; install DA-2, and change TL. Canceled Oct. 26.

■ WMLP (1380 khz) Milton, Pa.—CP to make changes in ant. sys. and change SL. Canceled Oct. 26.

■ WNBT (1490 khz) Wellsboro, Pa.—CP to make changes in ant. sys. Canceled Oct. 26.

FM's

Tendered

■ *WASJ-FM (89.5 mhz) Grove City, Pa.—Seeks CP to change freq. 90.9 mhz and change ERP to 0.156 kw. App. Oct. 26.

Accepted

■ KJAX (99.3 mhz) Stockton, Calif.—Seeks CP to change ERP to 2.95 kw. App. Oct. 26.

■ KBCO (97.3 mhz) Boulder, Colo.—Seeks CP to change TL; change HAAT to 1,541 ft.; install DA, and make changes in ant. sys. App. Oct. 24.

■ WCVU (94.5 mhz) Naples, Fla.—Seeks CP to change TL; change HAAT to 1,187.688 ft., and make changes in ant. sys. App. Oct. 24.

■ WTAY-FM (101.7 mhz) Robinson, Ill.—Seeks CP to make changes in ant. sys. App. Oct. 26.

■ WNSN (101.5 mhz) South Bend, Ind.—Seeks CP to change ERP to 13 kw. App. Oct. 24.

■ KITR (101.7 mhz) Creston, Iowa—Seeks CP to change TL; change ERP to 1.85 kw; change HAAT to 400 ft. App. Oct. 26.

■ WFMK (99.1 mhz) East Lansing, Mich.—Seeks CP to change TL and make changes in ant. sys. App. Oct. 24.

■ WHWL (95.7 mhz) Marquette, Mich.—Seeks CP to change SL. App. Oct. 26.

■ KELE (100.1 mhz) Aurora, Mo.—Seeks CP to change TL; change ERP to 1.65 kw, and change HAAT to 400 ft. App. Oct. 26.

■ WDHA-FM (105.5 mhz) Dover, N.J.—Seeks CP to make changes in ant. sys.; change ERP to 1 kw, and change HAAT to 564.816 kw. App. Oct. 24.

■ WMGQ (98.3 mhz) New Brunswick, N.J.—Seeks CP to change ERP to 1.25 kw and change HAAT to 531.36 ft. App. Oct. 26.

■ WGTZ (92.9 mhz) Eaton, Ohio—Seeks CP to install aux. ant. sys. App. Oct. 26.

■ WSKS (96.5 mhz) Hamilton, Ohio—Seeks CP to change SL. App. Oct. 26.

■ *KWGS (89.5 mhz) Tulsa, Okla.—Seeks CP to change ERP to 50 kw and change HAAT to 1,066.656 ft. App. Oct. 24.

■ WCKN-FM (101.1 mhz) Anderson, S.C.—Seeks CP to change HAAT to 1,012 ft. App. Oct. 24.

■ KTKS (106.1 mhz) Denton, Tex.—Seeks CP to install aux. sys. App. Oct. 26.

■ KYKX (105.7 mhz) Longview, Tex.—Seeks CP to 1,005 ft. App. Oct. 26.

■ KZRQ (92.1 mhz) Seabrook, Tex.—Seeks CP to change ERP to 1.4 kw. App. Oct. 24.

■ KSWW (97.7 mhz) Raymond, Wash.—Seeks CP to make

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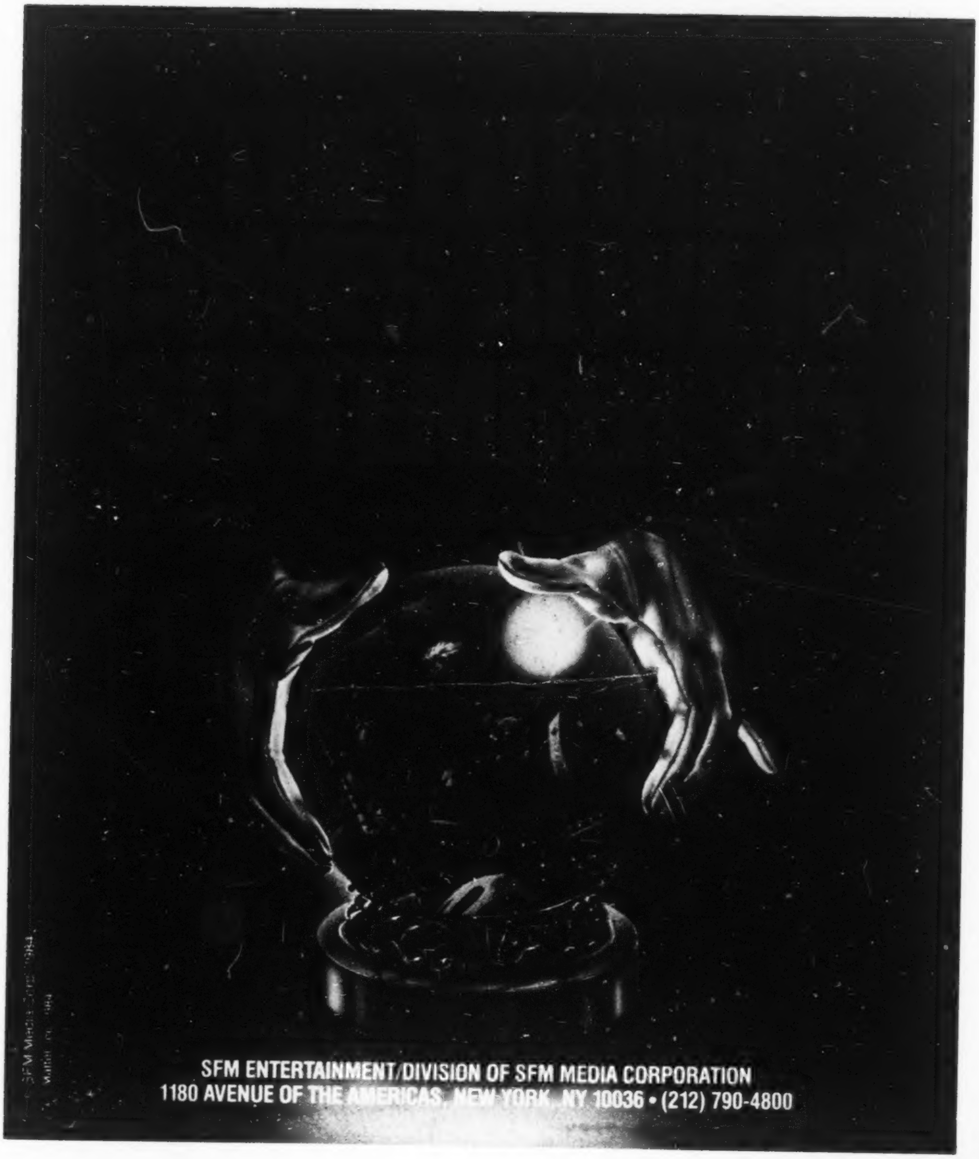
Broadcasting Nov 12



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54th Year 1984

Election '84
Ecstasy and agony over broadcast coverage

Vol. 107 No. 20

Broadcasting Nov 12

Networks taken to task over election projections
FCC opens RKO stations to competing applicants
Coverage from TVB convention

ELECTION 84 □ Elected officials blast broadcast networks' practice of projections on election night, but evidence suggests turnout may not have been affected dramatically. CBS first in race to crown Reagan with second term. **PAGE 35.**

MUSICAL CHAIRS □ Chairmanships for key communications committees in Senate may change with election results with majority leader seat open. **PAGE 39.**

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TURNED DOWN □ Illinois media organizations lose information request to disclose names in sexual abuse case at Supreme Court. **PAGE 62.**

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ANA LOOK □ Association of National Advertisers meets this week in Scottsdale, Ariz., with elections, ad strategy and problems on agenda. **PAGE 75.**

HOME GROWN □ Richard Colino, who had a hand in the birth of Intelsat, now heads the organization as it enters an era of international competition. **PAGE 99.**

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CBS takes week six, NBC second

CBS was the winner in week six (ending Nov. 4) of the 1984-85 prime-time season, with an average 16.3 rating and 26 share. NBC placed second with a 15.7/25 and ABC third with a 15.3/24. In taking week six, CBS picked up one-tenth of a rating point on NBC in the season-to-date race, narrowing the gap to three-tenths of a rating point.

CBS has now won four weeks in the current season and tied with NBC in week five for first place. NBC took week three with the World Series. ABC is still looking for its first win. Despite the fact that ABC won three nights last week, Sunday, Wednesday and Saturday, CBS's resounding victories on Thursday and Friday were enough to carry the week. On Thursday, the network's powerful lineup of ***Magnum PI***, ***Simon & Simon*** and ***Knot's Landing***, all in the top 20, combined for an average 18.9/30, beating NBC by slightly more than a full rating point, and ABC by more than five full rating points. On Friday, CBS's ***Dukes of Hazzard***, ***Dallas*** and ***Falcon Crest*** pounded the competition with a combined average of 20.6/33. ABC had 13.0/21.1 and NBC 11.9/19.7.

NBC won handily on Monday, beating CBS by almost 3 rating points (19.4/30), with ***TV Bloopers and Practical Jokes*** and the made-for-television movie, ***Shattered Vows***. On Tuesday, NBC beat CBS by three-tenths of a rating point (18.2/29.1) with ***A Team***, ***Riptide*** and ***Remington Steele***. CBS ran ***Aftermash***, ***E/R*** (which moved to Wednesday last week) and the made-for ***Silence of the Heart***.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	27.1/43
2.	Dynasty	ABC	24.9/39
3.	60 Minutes	CBS	22.8/35
4.	Falcon Crest	CBS	21.9/37
5.	Silence of the Heart	CBS	21.9/35
6.	Shattered Vows	NBC	21.3/33
7.	A Team	NBC	21.2/33
8.	Bill Cosby Show	NBC	20.0/31
9.	Hotel	ABC	19.9/34
10.	Best Little Whorehouse	ABC	19.6/32
11.	Knots Landing	CBS	19.2/32
12.	NFL Football 7-7:24	NBC	19.1/32
13.	Fall Guy	ABC	18.9/30
14.	Magnum, P.I.	CBS	18.7/29
15.	Simon & Simon	CBS	18.7/28
16.	Scarecrow & Mrs. King	CBS	18.4/28
17.	Kate & Allie	CBS	18.1/26
18.	Hill Street Blues	NBC	17.8/30
19.	Cheers	NBC	17.8/27
20.	Riptide	NBC	17.7/27
21.	Family Ties	NBC	17.2/26
22.	The Cartier Affair	NBC	17.1/27
23.	Webster	ABC	17.1/27
24.	Murder She Wrote	CBS	16.9/24
25.	Knight Rider	NBC	16.7/24
26.	Hardcastle & McCormick	ABC	16.6/24
27.	Love Boat	ABC	16.5/28
28.	Highway to Heaven	NBC	16.3/26
29.	Newhart	CBS	16.2/24
30.	Remington Steele	NBC	15.7/27
31.	Benson	ABC	15.7/26
32.	TV Bloopers & Prac. Jokes	NBC	15.7/24
33.	Seattle/San Diego football	ABC	15.5/26
34.	Night Court	NBC	15.5/24
35.	Diff'rent Strokes	NBC	15.0/26
36.	Gimme A Break	NBC	15.0/26
37.	Facts of Life	NBC	14.8/23
38.	Finder of Lost Loves	ABC	14.6/27
39.	Trapper John, M.D.	CBS	14.5/24
40.	Who's the Boss?	ABC	14.5/22
41.	V	NBC	14.4/23
42.	Cagney & Lacey	CBS	14.3/24
43.	Three's A Crowd	ABC	14.3/23
44.	Jeffersons	CBS	14.2/21
45.	Mike Hammer	CBS	13.7/24
46.	NFL Football—post	NBC	13.7/23
47.	Cover-Up	CBS	13.6/25
48.	3 Wishes of Billy Grier	ABC	13.5/21
49.	St. Elsewhere	NBC	13.4/23
50.	20/20	ABC	13.3/22
51.	It's Your Move	NBC	13.1/20
52.	Call to Glory	ABC	13.1/20
53.	T.J. Hooker	ABC	13.0/22
54.	Dukes of Hazzard	CBS	12.9/21
55.	Ripley's Believe It Or Not	ABC	12.9/20
56.	Alice	CBS	12.7/19
57.	Miami Vice	NBC	12.1/21
58.	Airwolf	CBS	11.7/20
59.	Hawaiian Heat	ABC	11.4/18
60.	Matt Houston	ABC	11.3/19
61.	Silver Spoons	NBC	11.3/17
62.	E/R	CBS	10.6/16
63.	Charles In Charge	CBS	10.5/17
64.	Partners In Crime	NBC	10.4/18
65.	Paper Dolls	ABC	10.4/16
66.	Sweet Revenge	CBS	10.0/16
67.	Hunter	NBC	9.3/15
68.	AfterMASH	CBS	9.2/14
69.	Hot Pursuit	NBC	9.0/17
70.	Dreams	CBS	8.8/14
71.	Jessie	ABC	7.7/13

*indicates premiere episode

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- KDOG (96.7 mhz) North Mankato, Minn.—Accepted for filing app. to make changes in ant. sys. Action Oct. 26.
- WJDR (98.3 mhz) Prentiss, Miss.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 325 ft. Action Oct. 25.
- KYKY-FM (98.1 mhz) St. Louis—Accepted for filing app. to change TL and make changes in ant. sys. Action Oct. 19.
- KKBC (97.3 mhz) Carson City, Nev.—Accepted for filing app. to change TL; change ERP to 70 kw, and change HAAT to 2,240 ft. Action Oct. 19.
- *WFRS (88.5 mhz) Smithtown, N.Y.—Accepted for filing app. to change ERP to 1.78 kw; change HAAT to 417 ft., and install DA. Action Oct. 18.
- WELP-FM (103.9 mhz) Easly, S.C.—Granted app. to change HAAT to 328 ft. Action Oct. 25.
- KJIM (94.9 mhz) Arlington-Fort Worth, Tex.—Dismissed app. to make changes in ant. sys. Action Oct. 30.
- KQXX (98.5 mhz) McAllen, Tex.—Granted app. to change HAAT to 100 ft. Action Oct. 23.
- WAVA (105.1 mhz) Arlington, Va.—Dismissed app. to change TL; change ERP to 29 kw, and change HAAT to 668 ft. Action Oct. 30.
- KSWW (97.7 mhz) Raymond, Wash.—Granted app. to make changes in ant. sys. Action Oct. 23.
- WTCR (103.3 mhz) Huntington, W. Va.—Accepted for filing app. to change TL. Action Oct. 22.

TV's

- WZDX (ch. 54) Huntsville, Ala.—Granted app. to change ERP to vis. 2,223.31 kw, aur. 222.33 kw; change HAAT to 1,692 ft.; install DA, and change TL. Action Oct. 26.
- *WNJB (ch. 58) New Brunswick, N.J.—Granted app. to change ERP to vis. 498. 75 kw, aur. 74.8 kw. Action Oct. 26.
- KOB-TV (ch. 4) Albuquerque, N.M.—Granted app. to install aux. ant. Action Oct. 26.
- WIXT-TV (ch. 9) Syracuse, N.Y.—Granted app. to change SL. Action Oct. 26.
- KXWY-TV (ch. 20) Casper, Wyo.—Granted app. to change ERP to vis. 68 kw, aur. 6.8 kw; change HAAT to 1,744 ft., and change TL. Action Oct. 29.

In Contest

The review board made the following decisions:

Hammond, Ind. (Apogee Inc., et al.) TV Proceeding. Scheduled oral argument for Nov. 16 on exceptions to initial decision of ALJ Joseph P. Gonzalez granting app. of Pan American Broadcasting Co. for a new TV station on ch. 62 at Hammond and denying the apps. of Apogee Inc., Hammond Indiana TV Inc., Jovon Minority Broadcasting Corp., and Cross Country Network Inc. Each party has 20 minutes for argument. Apogee, Hammond, Jovon and Cross Country may reserve part of their time for rebuttal. By letter, Oct. 15.

Sparks, Nev. (Pepper Schultz and Comstock Broadcasters Inc.) FM Proceeding. Scheduled oral argument for Nov. 30 on exceptions to the initial decision of ALJ James F. Tierney granting app. of Pepper Schultz for a new FM station at Sparks and denying the app. of Comstock. Each party has 20 minutes for argument. Comstock may reserve part of its time for rebuttal. By letter, Oct. 31.

ALJ Joseph Chachkin made the following decisions:

Oxford, Miss. (John M. McKenzie and Oxford Radio) FM Proceeding. Granted joint request for settlement; dismissed McKenzie's app. with prejudice; granted Oxford's app. for a new FM station at Oxford, and terminated proceeding. By MO&O, Oct. 18.

Eastover and Wedgefield, S.C. (W. Erwin and Gail S. Branham and Wedgefield Communications) FM Proceeding. Granted motion for summary decision by Wedgefield and resolved community issue in its favor; granted joint request for settlement; dismissed Branham's app. with prejudice; granted Wedgefield's app. for new FM station at Wedgefield, and terminated proceeding. By MO&O, Oct. 19.

Dallas (Ideal Licensee Ltd., et al.) TV Proceeding. Granted joint request for settlement agreement by Ideal Licensee Ltd., Dallas 58 Inc., Associated Communications Corp., Ark Communications Corp. and Texas Women in Broadcasting Inc. and dismissed their apps. with prejudice; granted the app. of Metroplex Broadcasting Co. for a new UHF TV station on ch. 58 at Dallas, and terminated proceeding. By MO&O, Oct. 24.

Milwaukee (TV 58 Ltd, et al.) TV Proceeding. Granted joint request for settlement agreement and dismissed with prejudice the apps. of George Frittzinger, Enhancement Services Inc., Milwaukee Broadcasting Limited Partnership and Glory Ministries, in return TV 58 Ltd. and Zodiac Partnership reimbursed dismissing applicants. By MO&O, Oct. 24.

ALJ John H. Conlin made the following decision:

Smiths Grove, Ky. (Faye S. Anderson, et al.) FM Proceeding. Granted summary decision and resolved air hazard in favor of Anderson. By order, Oct. 22.

ALJ John M. Frysiak made the following decision:

Jamestown, N.Y. (Rethertord Publications Inc. and Jamestown TV Associates) TV Proceeding. Granted summary decision by Jamestown TV and resolved the transmitter site issues in its favor. By MO&O, Oct. 17.

ALJ Byron E. Harrison made the following decisions:

Rancho Palos Verdes, Calif. (South Bay Broadcasting Co., et al.) TV Proceeding. Granted joint request for settlement agreement and dismissed with prejudice app. of California Telecasters. By order, Oct. 23.

Key West, Fla. (Frank K. Keevan & Son Inc. and WANM Inc.) FM Proceeding. Granted joint request for settlement agreement and approved merger; dismissed Deevan's app.; conditionally granted WANM's app. for a new FM station at Key West, and terminated proceeding. By MO&O, Oct. 29.

Roswell, N.M. (KCBD Associates, et al.) TV Proceeding. Granted motion by KCBD Associates to the extent of adding city-grade coverage issue against Western Sun Broadcasting Co. By order, Oct. 24.

Lake Dallas, Tex. (Womens Media Investors of Dallas Ltd. and Opal Thornton) TV Proceeding. Granted motion for summary decision by Womens Media and resolved air hazard issue in its favor. By order, Oct. 24.

ALJ Edward J. Kuhlmann made the following decisions:

Evergreen, Colo. (Payne Communications Inc., et al.) FM Proceeding. Granted motions for summary decision and resolved terrain shadowing issues in favor of Best Evergreen Broadcasting Co., Evergreen Broadcasting Corp. II, Ever-Green Radio Inc., Evergreen Communications Co., Janet Hunter Driggs, Evergreen Broadcasting Co., and Group Y Communications Investment Partnership Ltd.; granted petition for reconsideration by Lord Broadcasting and reinstated its app., and designated short spacing issue against Lord Broadcasting. By MO&O, Oct. 11.

Summary of broadcasting
as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Homestead, Fla. (Gold Coast Broadcasting Corp., et al.) FM Proceeding. Granted motions by Juarez Communications Corp. and Minority Broadcasting Co. of the Midwest Inc. for dismissal of their apps.; ordered Latin American Broadcasting Corp. to show cause within 10 days why its app. should not be dismissed for failure to prosecute; granted motion for summary decision by Rodriquez-Mendex Partnership and resolved the air hazard issue in its favor, and petition by Dario Gonzalez to enlarge issues against Latin American held in abeyance until 10 days from release of the order. By MO&O, Oct. 17.

La Crescent, Minn. (Highlands Broadcast Associates) AM Proceeding. Granted joint request for settlement agreement by Highlands Broadcast and Cox Communications, Inc.; granted Cox's request to withdraw its petition to deny Highland's app.; conditionally granted Highland's app. for a new AM station on 750 khz at La Crescent, and terminated proceeding. By MO&O, Oct. 29.

Minot, N.D. (Telecrafter Corp. and Raleigh Microwave Communications) MDS Proceeding. Granted joint request for settlement agreement; dismissed Raleigh's app. with prejudice; granted Telecrafter's app. for a new MDS station on channel 1 at Minot, and terminated proceeding. By MO&O, Oct. 30.

Mount Pleasant, S.C. (Dunnagan Broadcasting Co., et al.) FM Proceeding. Granted joint requests for settlement; dismissed apps. of Small Broadcasting Co. and Dunnagan Broadcasting Co.; granted app. of L & S Broadcasting for new FM station on channel 285A at Mount Pleasant, and terminated proceeding. By MO&O, Oct. 15.

ALJ Walter C. Miller made the following decisions:

Valdosta, Ga. (Valdosta Televsion Inc., et al.) FM Proceeding. By separate orders: granted motions by Multi-Media Broadcasting Inc. and dismissed Valdosta Television's and WGAF Inc.'s apps. with prejudice. By MO&Os, Oct. 15.

Maurice, La. (Mercury Broadcasting Co., et al.) FM Proceeding. Granted request by Walton Broadcasting Inc. to dismiss its app.; by separate actions: granted motions for summary decision by JMJ Communications Inc. and resolved air hazard issue in its favor; granted motion for summary decision by Walton Broadcasting Inc. and resolved air hazard issue contingent environmental impact issue in its favor. By order, Oct. 22, By MO&O, Oct. 23 and 29.

Maurice, La. (Mercury Broadcasting Co., et al.) FM Proceeding. Granted motion by Maurice Broadcasting and added public inspection file issue against Mercury Broadcasting. By MO&O, Oct. 15.

East Hampton, N.Y. (East Hampton Broadcasting Co., et al.) FM Proceeding. Granted motion for summary decision by John F. Shea III and resolved the air hazard issue in his favor. By MO&O, Oct. 18.

Upper Sandusky, Ohio (T.P. Communications Inc. and U.S. Communications Inc.) FM Proceeding. Granted motion by U.S. Communications and enlarged issues against T.P. Communications to determine whether it transferred control of WYAN-FM without FCC approval; to examine facts and circumstances surrounding its failure to file June 17, 1983, option purchase agreement that its president intered into with Lynn Marshall; and to determine whether it abused the FCC's processes in the post-designation handling of its public inspection files, and what effect those violations have on T.P.'s basic and/or comparative qualifications to remain a licensee. By MO&O, Oct. 22.

Cleveland, Tenn. (Silvey-Towe Television, et al.) TV Proceeding. By separate orders: granted motion for summary decision by Cleveland Television Ltd. and resolved air hazard issue in its favor; granted motion for a second summary decision by WFLI Inc. and resolved common ownership issue in its favor. By MO&O, Oct. 24 and 30.

ALJ Joseph Stirmer made the following decisions:

Sacramento, Calif. (Digital Paging Systems Inc. and McClatchy Newspapers) MDS Proceeding. Granted joint request for settlement agreement; dismissed McClatchy's app. with prejudice; conditionally granted amended Digital app. which specifies Sacramento MDS Co. as the applicant, and terminated proceeding. By MO&O, Oct. 30.

Ames and Cedar Rapids, Iowa (Metro Program Network Inc.) TV Proceeding. Granted motion for summary decision by Metro and resolved the short-spacing issue in its favor; by separate actions, added issues against Metro to determine whether its proposals in these or other comparative TV proceedings; to integrate Gerald Fitzgerald, its sole stockholder, as general manager have been made without a good faith intention of effectuation and whether it has misrepresented this fact to the commission. By MO&O, Oct. 18.

Norman, Okla. (Powell Community Television and Daystar Broadcasting Corp.) TV Proceeding. Granted joint motion for settlement agreement; dismissed Powell's app. with prej-

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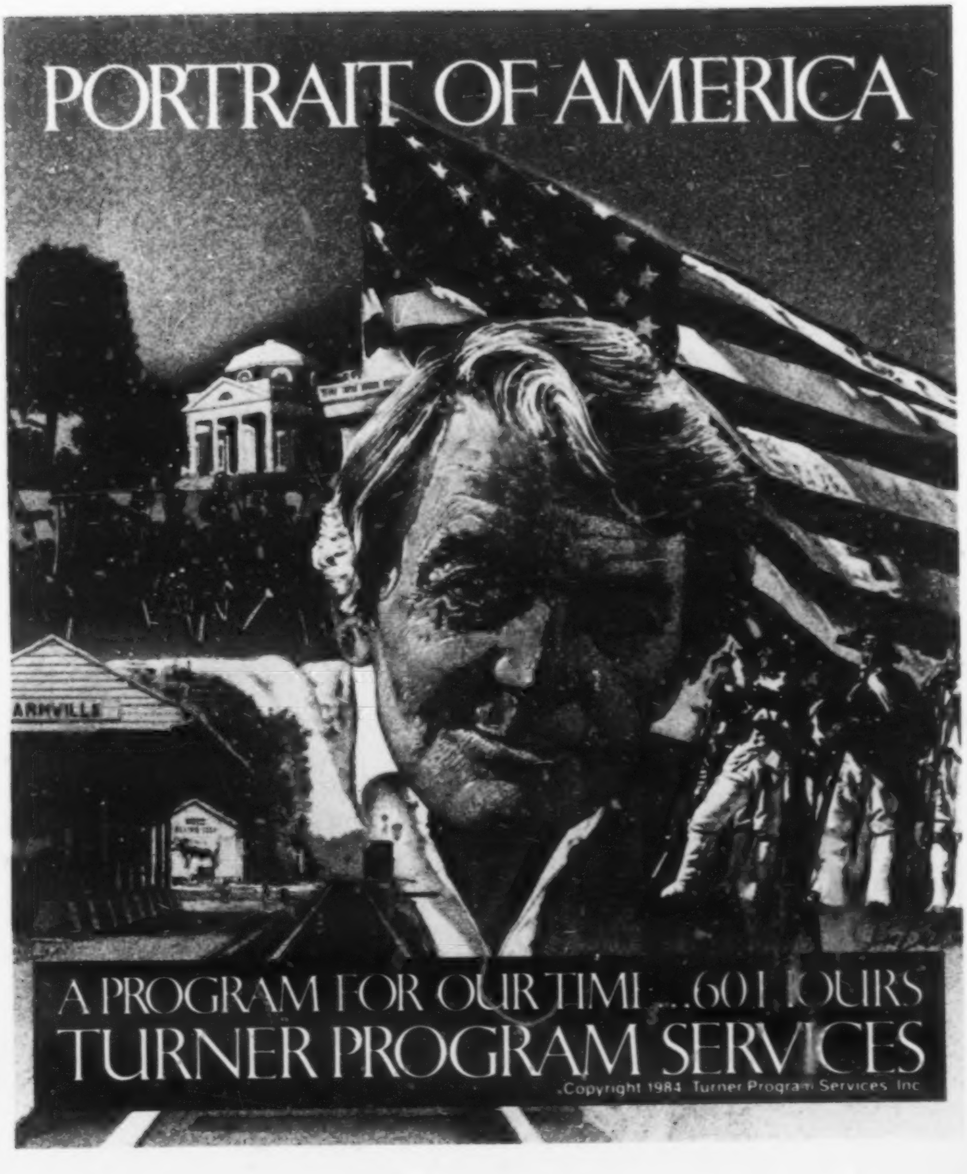
The Fifth Estate

Broadcasting Nov 19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54th Year 1984

AMIP in Miami

Vol. 107 No. 21

Broadcasting ▫ Nov 19

Strong closing for TV advertising in fourth quarter
Advancing on AMIP '84 ▫ Coverage from ANA
State, Commerce Departments make peace

STRONG FINISH ▫ Fourth-quarter television advertising market looks healthy, observers say, with local time sales and automobile industry leading surge. **PAGE 35.**

RAISING MONEY ▫ NCTA board votes to increase dues 20% to cover costs associated with lobbying effort for cable bill. **PAGE 37.**

IN LINE ▫ Missouri senator, John Danforth, may be next chairman of Commerce Committee. **PAGE 37.**

BEHIND THE SCENES ▫ ABC postpones *20/20* segment dealing with child abuse; Los Angeles general manager of network's O&O refutes reports that said he wouldn't air show. **PAGE 39.**

SPACE SALVAGE ▫ Space shuttle deploys four communications satellites and retrieves two from errant orbits. **PAGE 40.**

SUNNY SHORES ▫ Some 1,000 expected for AMIP '84, convention of foreign programers offering their product on American shores. **PAGE 46.** A listing of exhibitors begins on **PAGE 48.**

PROGRAMING EXPANSION ▫ Group W Productions announces plans for three new first-run television series. **PAGE 58.**

WINNERS ARE ▫ International Film & Television Festival of New York hands out its awards. **PAGE 58.**

COPYRIGHT FIGHT ▫ Broadcasters, cable operators and sports interests set to battle again over copyright fee distribution. **PAGE 62.**

CLIPPERS CLIPPED ▫ Appeals court finds firm that clips television news segments to have violated copyright law. **PAGE 63.**

HIGH NOD ▫ Supreme Court upholds appeals court ruling allowing RKO to relocate WOR-TV to Secaucus, N.J. **PAGE 64.**

DISCRIMINATION SUIT ▫ Jury awards 51-year-old Illinois disk jockey nearly $200,000 in age discrimination suit. **PAGE 65.**

ANA '84 ▫ Association of National Advertisers convention hears from Goldwater; sessions focus on television costs, what foreign advertisers can learn from U.S. **PAGE 66-69.**

HEALTHY PICTURE ▫ Cable advertising expected to hit $500 million this year, with better results predicted for next. **PAGE 69.**

SHUT EYE ▫ Chief Justice Burger says no cameras will be allowed in Supreme Court during his tenure. **PAGE 71.**

FISCAL HEALTH ▫ VS&A reports rank communications industries according to financial performance of last five years. **PAGE 72.**

HIGH MARKS ▫ CBS's Bill Moyers has chosen the television as his classroom and accurate reporting as his subject. **PAGE 95.**

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CBS wins week; takes over first place season-to-date

The President's coattails weren't long enough to pull any of the networks' ratings to an overwhelming victory for the week ended Nov. 11, at least according to prime time's equivalent of exit polling: the A.C. Nielsen Co.

The three major broadcast networks had their lowest combined rating/share in the seven-week, 1984-85 prime time season, dipping to a combined 46.7 rating and 73 share.

But election night coverage had at least one beneficial side effect. ABC, which had been in third place for five out of the preceding six weeks, came in second, thanks largely to the pre-emption of NBC's powerhouse regular Tuesday night lineup of ***A Team, Riptide*** and ***Remington Steele***—which caused NBC to tumble into third on Tuesday and fall out of first place for the first time since Sept. 11.

For the week, CBS came in first with an average 17.7/28, compared to ABC's average of 14.9/24 and NBC's average of 14.1/22. CBS won Monday, Tuesday, Thursday, Friday and Sunday. NBC won Saturday for the first time this season and ABC won Wednesday.

The combined network rating/share of 46.7/73 was down markedly from the combined average of 52.2/79.6 for the comparable week a year ago, while HUT levels were also off 3%—from an average 65.3 in 1983 to an average 63.3 this season.

CBS had seven of the top 10 shows, including, for the fourth time in seven weeks, top-ranked ***Dallas***. ABC's ***Dynasty*** ranked second and NBC's ***Cosby Show*** was seventh. The first part of CBS's mini-series, ***Ellis Island***, was fourth.

CBS also leads in both the Arbitron and Nielsen sweep periods. Both ABC and NBC can claim second place, depending on the service. In Arbitron (Oct. 31-Nov. 11), CBS averaged a 16.9/27, compared to a 15.4/24 for ABC and a 14.3/23 for NBC. In Nielsen (Nov. 1-Nov. 11), CBS averaged a 17.5/28, compared to a 14.9/24 for NBC and a 14.3/23 for ABC. ABC's Arbitron numbers are higher because the averages include the ratings from Wednesday, Oct. 31—a powerful night for ABC with ***Fall Guy, Dynasty*** and ***Hotel***. The Nielsen averages begin a day later.

Highlights of the week, night by night:

■ CBS won Monday, although NBC held the 8-10 p.m. block with an average 29 share based on a repeat of the theatrical "Airplane." CBS shot ahead at 10 p.m. as ***Cagney & Lacey*** achieved its highest share of the season against football on ABC and back-to-back paid political broadcasts on NBC. A special episode of CBS's ***E/R***, at 8:30 p.m., moved from Tuesday at 8:30, pulled an average 13.5/20 coming out of a paid Reagan political broadcast. It was ***E/R's*** best performance in eight broadcasts. ABC's ***Monday Night Football*** scored a 16.6/28, its highest rating this season.

■ While President Reagan was winning re-election, CBS won Tuesday's election night coverage. CBS averaged a 12.1/18 between 7 and 11 p.m., compared to an 11.5/17 for ABC and an 11.3/17 for NBC. The combined rating/share of the three networks on election night (34.9/52) delivered slightly more than half of the total television audience.

■ ABC rode to victory Wednesday, winning every half-hour with its regular line-up of ***Fall Guy, Dynasty*** and ***Hotel***. Both ***Dynasty*** and ***Hotel*** were ranked among the top 10 shows of the week while ***Fall Guy*** ranked 15th. NBC came in second, even winning the 9-11 p.m. period with a special one-hour episode of ***Facts of Life*** and ***St. Elsewhere*** against a TV movie on CBS starring the ***A Team's*** Mr. T, titled "The Toughest Man In The World."

■ CBS won Thursday with its regular lineup of ***Magnum, P.I., Simon & Simon*** and ***Knots Landing***, winning every half-hour except the 8-8:30 slot, which was captured by NBC's ***The Cosby Show***. CBS's ***Magnum, Simon & Simon*** and ***Cosby*** were all among the top 10 ranked shows of the week. ***Knots Landing*** pulled up in 11th place. ABC's ***Thursday Night Movie***, at 8-10 p.m., a made-for-TV movie titled "The Imposter," garnered an average 14.2/22—the best performance yet this season of any title in that time period.

■ Friday was another CBS victory, thanks to its regular lineup of ***Dukes of Hazzard, Dallas*** and ***Falcon Crest***, although ABC won the 8-9 period with its comedy block of ***Benson*** and ***Webster***. The third episode of NBC's ***V*** pulled a 13.8/23 and ranked 37th out of 86 shows for the week, falling behind ***Dukes*** by three-tenths of a rating point. And although NBC's ***Hunter*** and ***Miami Vice*** managed to stay a couple of share points ahead of ABC's ***Hawaiian Heat*** and ***Matt Houston*** airing opposite it, the lead was not enough to overcome that achieved by ABC's 8-9 p.m. comedy block, which put ABC in second place for the night.

■ NBC's only nightly win of the week—Saturday—came on a strong performance by its 8-9 p.m. comedy block of ***Diff'rent Strokes*** and ***Gimme a Break***. But except for election night, it was the closest race of the week among the three networks. NBC won with a 14.6 rating, compared to CBS's 12.9 and ABC's 12.6. NBC averaged a 14/25 for a repeat of the theatrical "Bustin' Loose," at 9-11 p.m., while ABC overtook CBS at 9-10 p.m. by three share points with ***Love Boat*** besting ***Mike Hammer***. CBS came back, however, at 10 p.m. when an additional one-hour ***Mike Hammer Special*** pulled ahead of ***Finder of Lost Loves*** by four share points.

■ CBS glided to first place Sunday on the strong lead-in that ***60 Minutes*** provided to the first part of the three-part mini-series, ***Ellis Island***. Both ***60 Minutes*** and ***Ellis Island*** ranked among the top 10 shows of the week. A repeat of the theatrical "Stir Crazy," on ABC at 8-10 p.m., pulled an 18.9/27. The first episode of ***Ellis Island*** drew a 23.4/35.

The multiplicity of the networks' election night programs below stem from Nielsen's dividing the evening into six segments.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.2/42
2.	Dynasty	ABC	25.7/39
3.	60 Minutes	CBS	25.1/37
4.	Ellis Island, part 1	CBS	23.4/35
5.	Cagney & Lacey	CBS	22.4/36
6.	Simon & Simon	CBS	21.7/33
7.	Bill Cosby Show	NBC	21.2/32
8.	Falcon Crest	CBS	21.1/36
9.	Magnum, P.I.	CBS	19.8/30
10.	Hotel	ABC	19.7/34
11.	Knots Landing	CBS	19.4/31
12.	Airplane	NBC	19.2/29
13.	Stir Crazy	ABC	18.9/27
14.	Family Ties	NBC	18.6/28
15.	Fall Guy	ABC	18.4/29
16.	Newhart	CBS	18.4/28
17.	Hill Street Blues	NBC	17.0/27
18.	Kate & Allie	CBS	16.9/25
19.	Cheers	NBC	16.7/25
20.	Football, Atlanta vs. Wash.	ABC	16.6/28
21.	Highway to Heaven	NBC	16.1/25
22.	Knight Rider	NBC	16.1/23
23.	20/20	ABC	16.0/26
24.	Lifes Embarrassing Moments	ABC	15.9/26
25.	Night Court	NBC	15.9/24
26.	Diff'rent Strokes	NBC	15.7/27
27.	Gimme a Break	NBC	15.6/26
28.	Webster	ABC	15.6/25
29.	Benson	ABC	15.4/26
30.	Love Boat	ABC	14.7/25
31.	Facts of Life	NBC	14.2/22
32.	The Imposter	ABC	14.2/22
33.	Dukes of Hazzard	CBS	14.1/23
34.	Campaign '84	CBS	14.1/21
35.	Bustin' Loose	NBC	14.0/25
36.	V	NBC	13.8/23
37.	Campaign '84	CBS	13.5/21
38.	E/R	CBS	13.5/20
39.	Campaingn '84	CBS	13.5/19
40.	I Married a Centerfold	NBC	13.4/21
41.	Mike Hammer	CBS	13.3/25
42.	'84 Vote	ABC	13.1/19
43.	Mike Hammer	CBS	13.0/22
44.	St. Elsewhere	NBC	12.9/22
45.	Charles in Charge	CBS	12.9/20
46.	Campaign '84	CBS	12.8/20
47.	Campaign '84	CBS	12.8/19
48.	'84 Vote	ABC	12.7/19
49.	Campaign '84	CBS	12.7/18
50.	Decision '84	NBC	12.7/18
51.	Toughest Man/World	CBS	12.6/20
52.	'84 Vote	ABC	12.6/19
53.	Airwolf	CBS	12.5/21
54.	Decision '84	NBC	12.5/19
55.	Ripley's Believe It Or Not	ABC	12.5/19
56.	Decision '84	NBC	12.5/18
57.	'84 Vote	ABC	12.4/20
58.	Decision '84	NBC	12.4/18
59.	'84 Vote	ABC	12.2/18
60.	E/R	CBS	12.1/19
61.	Decision '84	NBC	12.0/18
62.	'84 Vote	ABC	11.9/17
63.	Finder of Lost Loves	ABC	11.6/21
64.	Miami Vice	NBC	11.5/20
65.	T.J. Hooker	ABC	11.5/20
66.	Decision '84	NBC	11.3/18
67.	Matt Houston	ABC	11.1/19
68.	Hunter	NBC	11.0/18
69.	Punky Brewster	NBC	10.4/15
70.	Hawaiian Heat	ABC	10.0/16
71.	Silver Spoons	NBC	8.6/13
72.	Democratic Campaign	ABC	6.0/9
73.	LaRouche Paid Political	NBC	5.5/10
74.	Democratic Campaingn	ABC	5.1/8
75.	LaRouche for President	ABC	4.7/7

*indicates premiere episode

White House news channel. Merrie Spaeth, director of the White House Office of Media Relations (standing), and Terry Abdoo, staff assistant, demonstrate the computerized system the office has installed for providing the press and broadcasters with practically instantaneous transmission of information from the White House. What is called the White House News Service is available through ITT Dialcom's on-line news services.

mitted only in response to a request.

The White House news is now part of the data base of the ITT Dialcom News's services. Anyone with a computer or a communications word processor and a modem can tap into it by dialing a personal ID and the telephone number. (The user pays a one-time subscriber fee of $50 and then pays for the service at the rate of about $20 an hour.) Among the items that will show up on the screen is White House News—it is Number 52. It is followed by a listing of information coming out of the press office, the Office of Management and Budget, the Vice President's office and the First Lady's office. The subjects available are billboarded in headlines.

Among other things, Spaeth hopes the system will deal with complaints from two principal sources—members of the local press around the country who feel they are shut out by the national press when the President visits their regions of the country and members of ethnic, trade and other specialized publications who complain of not being alerted to events at the White House of interest to them.

But it may, in time, generate complaints of its own. Although the material the White House News Service makes available is, basically, that which is mailed out daily, that is not the sum of it. For instance, economic indicators, along with the relevant facts to explain them, that may be prepared for one of the daily press briefings given by White House Deputy Press Secretary Larry Speakes may be part of the menu. So will transcripts of special briefings given the press by experts in connection with major events—an economic summit, for instance. The efficiency with which the White House material is being made available may cause some to wonder whether manipulation of the press is one of the aims.

Spaeth turns aside such suggestions. "We're not trying to affect editorial decisions," she says. "But we want to make the material truly complete and accurate. My job is to provide it, theirs [the journalists on the other end of the line] to choose whether to take it."

The system, which is a joint operation of Spaeth's office and the systems division of the White House Office of Administration, is not unusual in the White House, let alone the government generally. In fact, Spaeth says the system now in place is modeled on the one at the Department of Agriculture. It has yet to receive much attention; the biggest hype it has gotten, it seems, is a low-key message accompanying mailings that notes the information being provided "is now available electronically through the ITT Dialcom news services." It also says that comments and suggestions regarding the system should be directed to the Office of Media Relations, at 202/456-6623. But Spaeth plans to focus more media attention on it in the weeks ahead.

Spaeth says it is too soon to forecast the eventual popularity of the system. But she notes that Agriculture's system, which began operating two years ago, "has been doubling its hits [the number of times a system has been used] and users every six months." That is the kind of growth she expects the White House system to experience. ☐

Business

VS&A ranks financial health of media

Broadcasting in the middle of the pack in operating income/revenue category behind cable and pay TV

Compared to other communications-oriented industries, broadcasting ranks in the middle as measured by many financial performance indicators, according to a report by the New York-based investment banking firm of Veronis, Suhler & Associates (VS&A).

Relying on information filed by publicly held companies, the report establishes its rankings according to revenue growth, operating income/revenue and cash flow/revenue margins, and operating income return on assets for broadcasting operations. It follows a similar VS&A report issued last year and was developed from data going back five years.

An average operating income/revenue margin of 17.4% placed the broadcasting group fourth, following newspaper publishing, cable and pay TV, and business and information services.

The totals also show broadcasting placed fourth in revenue growth with 12.8%, the same as in 1982, but slightly above the 12.3% five-year compounded average. Op-

Broadcasting Industry Compilations

		Revenue		Pre-Tax Operating Income		Cash flow		Pro-forma Assets	
1979-83	Compounded annual growth	12.3%	(5)	7.7%	(6)	8.7%	(6)	15.4%	(5)
1983	Growth	12.8%	(4)	14.4%	(7)	14.6%	(7)	17.1%	(3)
1983	Operating under margins			17.4%	(4)	19.8%	(4)		
1983	Return on assets			23.1%	(5)	26.2%	(5)		

Number in parentheses indicates rank in group of 10 communications industries

Bottom Line

Gulf heats up. Gulf Broadcasting was once again subject of sale rumors last week after large block of company's stock changed hands. Buyer was American Continental, ninth largest home builder, based in Phoenix. Tom Lucas, corporate counsel for company, said it has no intention of increasing Gulf holdings beyond current 24.9% and that it does not anticipate filing change of ownership forms with FCC. American Continental began Gulf purchases with Oct. 8 acquisition of 19% held by largest shareholder, American Financial Corp. Lucas said Gulf shares were good investment which would help diversify asset base of subsidiary Lincoln Savings & Loan, purchased by American Continental in February. Bonnie Cook, vice president of Nashville, Tenn.-based securities firm, J.C. Bradford & Co., noted that questions about possible sale or takeover of Gulf Broadcasting (BROADCASTING, Sept. 24) by outside party still remain.

◆

Difficult courtship. Bid to buy Des Moines Register & Tribune Co., by Dow Jones Inc. and four other investors, including Register & Tribune's president and executive vice president (BROADCASTING, Nov. 12), elicited negative reaction from company chairman, David Kruidenier, who said, "I very much regret that this offer was made and particularly regret the manner in which it was made." Placed on leave were Michael Gartner, president, and Gary Gerglaach, executive vice president. Action was taken, Kruidenier said in statement, to "avoid any potential conflicts of interest." Earlier deadline set by proposed buying group of Nov. 20 has been extended to Dec. 15 at request of Register & Tribune's board which reportedly plans to meet Dec. 10. Investment banking firm, First Boston Corp., is evaluating bid for board of newspaper publisher and group owner.

◆

Also in Des Moines. Meredith Corp. is preparing for liberalization of FCC television station ownership limits by increasing authorized shares in company. Shareholders at annual meeting last Monday, Nov. 12, voted to increase authorized common shares from 20 million to 35 million (there are currently 9.7 million outstanding) and authorized preferred shares from one million to five million (none outstanding). Robert A. Burnett, president and chief executive officer of Des Moines, Iowa-based publisher and group owner (one AM, one FM and seven TV's) said company is hoping to acquire TV stations in markets 20-50.

◆

California divorce. Orrox Corp. and ADDA Corp. have broken off merger negotiations that began with agreement in principle reached last September. Orrox is Santa Clara, Calif.-based manufacturer of videotape editing equipment; ADDA, based in Los Gatos, Calif., manufactures digital processing equipment for television applications.

◆

Subsidiary's subsidiary. Broadcast Advertiser Reports Inc. announced purchase of Radio TV Reports, New York-based supplier of broadcast commercial photoboards to advertisers and agencies. BAR, itself acquired by SFN Companies Inc. in July 1983, disclosed no purchase price.

◆

Show goes on. Wrather Corp. board will soon be deciding on successor to Jack Wrather, company's chairman and chief executive officer, who died last week (see "Fates and Fortunes," page 94). One candidate is Wrather's 32-year-old son, Chris, who is currently chief operating officer and executive vice president. Monte Livingston, executive vice president and general counsel, said board is likely to meet either this week or next. Wrather family is reportedly expected to maintain its 38% ownership in Beverly Hills, Calif.-

New low price. JWT Group stock will undergo three-for-two split to shareholders of record on Nov. 19. Chairman, Don Johnston, said split, approved Nov. 5 by company's board, would bring price within reach of broader range of individual investors, thus improving marketability on New York and London exchanges.

◆

New high price. Satellite Network Delivery Corp. announced it had raised $2.5 million through private stock offering underwritten by Cralin & Co. SND, headed by Anthony A. Barnett, chairman and chief executive officer, intends to initiate business information network using TV vertical blanking interval in early 1986. Company, which received initial funding from Tribune Co., sold offering in units of $100,000. It said agreements have been signed with station operators giving it 62% coverage of country.

◆

Credit worthiness. Debt offering of $1.3 billion by Metromedia (BROADCASTING, Oct. 29) has received ratings of B+ and B- (on scale of AAA+ to D) from Standard & Poor's. Single-B-plus rating goes to two issues of senior debt that would raise $850 million; B- to two unsecured debentures that would raise $450 million. Other major credit rating service, Moody's, announced it would review debt ratings of Gulf + Western Industries, because of that company's $700-million tender offer for stock of Prentice-Hall Inc. G+W's senior debt is currently rated at Baa2 (on scale of Aaa1 to C3).

erating income growth of 14.4% for broadcasting operations was the best year of any in the five-year period and double that for 1982. From 1979 to 1983 operating income grew at a 7.7% compounded annual rate, sixth best on a list that also included advertising, recorded music, book publishing, business magazine publishing, consumer magazine publishing and entertainment programing and distribution.

The cable and pay television segment ranked second in operating income/revenue margins, behind business information services, and last year its revenue increased by a greater percentage than any of the other industries. It also, however, ranked ninth in operating income return on assets, where broadcasting ranked fifth at 23.1%. Statistics for the other groups were not made available to BROADCASTING.

John Suhler, a principal in VS&A, and former president of CBS/Publishing Group, said return on assets is a meaningful measurement for broadcasting companies: "I think that on an average, the percentage of the purchase price allocated to assets, both tangible (such as plant) and intangible (such as F.C.C. license), is in the 60%-to-70% range. Generally the return on asset measure, particularly the cash-flow (operating income before depreciation, amortization and interest expense) return on asset measure, shows what the financial strength of the company is. It means they have relatively less deployed and they are producing relatively more cash flow." Suhler pointed out that a company with new, undepreciated and unamortized properties (therefore carried at

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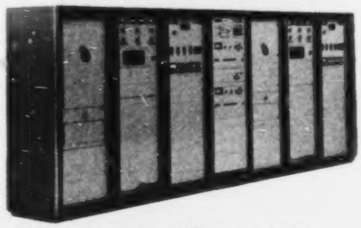

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Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	%* change	Earnings (000)	%* change	EPS **
AM Cable TV	Second	$7,804	36	($1,199)	NM	(.33)
Chyron	First	$5,337	37	$922	16	$0.10
Clear Channel	Third	$3,028	17	$612	44	$0.21
Comcast	Third	$26,322	28	$3,084	28	$0.24
Foote Cone Belding	Third	$68,185	17	$4,742	62	$1.30
Lee Enterprises	Fourth	$48,106	11	$10,653	24	$0.78
	Year	$189,826	10	$26,749	17	$1.96
M/A-COM	Fourth	$214,840	23	$12,810	44	$0.30
	Year	$768,449	21	$38,200	29	$0.90
MGM/UA Ent.	Fourth	$138,377	−36	$2,139	−80	$0.04
	Year	$706,902	−2	$34,697	−17	$0.69
Playboy	First	$46,439	7	$3,590	NM	$0.37
TPC Comm.	Third	$836	3	($516)	NM	($0.13)
Tech/Ops	Fourth	$7,063	13	$1,196	70	$1.41
	Year	$28,105	11	($3,045)	−18	$3.57
United Artists	Fourth	$128,078	14	$7,997	−12	$0.79
	Year	$407,970	21	$15,750	−11	$1.52
United Television	Third	$18,403	31	($5,103)	NM	$0.46
Unitel Video	Fourth	$3,797	70	$500	16	$0.23
	Year	$11,196	30	$1,277	−5	$0.58

* Percentage change from same period year before. **Earnings per share. Parentheses indicate loss. NM means not meaningful.

Foote Cone & Belding notes that revenue from U.S. operation was up 20% in third quarter. ■ **MGM/UA** said fourth-quarter figures were hurt by reduced income from movie and television operations. Strong performance of 85%-owned MGM/UA Home Entertainment Group Inc. (home video and pay television operations), helped. ■ **Playboy Enterprises** reported net loss of $1.4 million in first quarter of last fiscal year. Net income for just-ended first quarter included $955,000 tax-loss carry forward. ■ Full-year 1983 results for Boston-based **Tech/Ops** included $1.7-million gain from sale of WKLW-AM-FM Providence, R.I. ■ **United Artists** figures for 1984 include then wholly-owned cable subsidiary, United Artists Cablesystems Corp., on a fully consolidated basis. Numbers for 1983, when company was partner in Rogers UA Cablesystems Inc., are reported on equity basis, which only counted 49% of after-tax earnings. ■ **United Television** said KBHK(TV) San Francisco posted operating profit in third quarter, after "small" profit in second quarter. Three VHF stations showed revenue increase of 22% and operating income gain of 18%. Companies net loss came from equity in Warner Communications. Company's operating income, without $6,582,000-loss from Warner (there is three-month lag in reporting equity results), was $4,116,000 up 40%.

Citadel Communications
(Philip J. Lombardo, President)

has acquired

WUTV, Channel 29
Buffalo, New York

from

Whitehaven Entertainment Corporation
(Herman Pease, President)

for

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11/19/84

higher book value) in its portfolio would show a lower return.

Among the 53 companies are group owners, syndicators and the three television network broadcast groups. The last three companies account for almost two-thirds of the publicly reported broadcasting revenue. Suhler said the generally flat performance of the broadcast group—operating income/revenue margin and cash flow/revenue margins—masked the fact that most group operators were improving while ABC and CBS were declining. (NBC was improving from poor previous showings.) Suhler said: "I think that one must also assume that within the networks' broadcast groups are improving owned and operating divisions. That leaves the networks themselves and I think that they would argue that the issue is totally answered in programing costs."

Asked to compare broadcasting to the other communications industries, Suhler said, "What characterizes broadcasting, I think, is that the medium is characterized by almost always having higher growth than average. That has to do with the pricing mechanisms more than volume; a combination of scarcity and appetite. I've sold against television all my life and there is just an enormous unfulfilled appetite by broad sectors of the advertising communities for broadcasting. Some of the other markets that we cover, such as consumer magazines, business magazines or entertainment programing and distribution, can go up and down with the wide swings of the economy." The VS&A founder added there is nothing his firm sees that is likely to alter those industry characteristics.

NABET, NBC come to agreement

After 20 months of negotiations, NBC and the National Association of Broadcast Employes and Technicians have reached agreement on a new four-year contact, retroactive to March 31, 1983, when the previous pact expired.

The settlement, reached on Nov. 9, was delayed by marathon talks on the knotty question of jurisdiction over new technological devices. The union acknowledged it had put up a sturdy defense to protect its members, but, as one NABET official said: "Our position always has been that we won't throw roadblocks in the way of automation. But at the same time we have insisted that the company had to convince us that a concesssion was needed in order to remain competitive. As it is, under certain conditions, nonunion employes can be used to perform certain work and, under others, there will be NABET members."

Gene McGuire, vice president in charge of labor and personnel for NBC, said "the important thing was the ability to use this new technology on a nonexclusive basis. Multipurpose computers can be used for technological as well as office-clerical uses. Computers can be used in a technical mold by engineers in some circumstances and nontechnical (people) in others."

When the contract expired on March 31, 1983, NBC techicians earned, at the maxi-

Co. for 650 khz; 5 kw-D. Address: 7728 Bass Road RR20, Fort Myers, Fla. 33908. Action Nov. 5.

- Westland, Mich.—Granted app. of Sima Birach for 690 khz; 5 kw-D. Address: 11427 Joseph Campau, Detroit 48212. Principal has no other broadcast interests. Action Oct. 30.
- Ridgeland, Miss.—Granted app. of Holt-Robinson of Mississippi Inc. for 660 khz; 50 kw-D, 1 kw-N. Address: P.O. Box 2078, Hattiesburg, Miss. 39401. Principal is owned by Charles W. Holt (70%); his wife, Connie (10%), and Charles W. Robinson (20%). Holt Broadcasting Service is Hattiesburg, Miss.-based station group of three AM's, two FM's and one TV. Action Oct. 30.
- West Point, Neb.—Granted app. of Kelly Communications Inc. for 840 khz; 2.5 kw-D. Address: 2702 Bragstad, Sioux Falls, S.D. 57103. Principal is owned by Sharon J. Kelly, who has no other broadcast interests. Action Nov. 5.
- Deep Gap, N.C.—Dismissed app. of Pennington Broadcasting of North Carolina for 1410 khz; 1 kw-D. Address: 5519 Rockingham Rd. East, Greensboro, N.C. 27407. Action Nov. 5.
- Frayser, Tenn.—Returned app. of Nor-Dot Broadcasting Inc. for 890 khz; .25 kw-D. Address: 5050 Poplar Ave., #917, Memphis, Tenn. 38157. Action Nov. 1.
- Superior, Wis.—Returned app. of Found Du Lac Indian Reservation for 650 khz; 10 kw-D. Address: 105 University Ave., Cloquet, Minn. 55720. Action Nov. 1.

FM's

- *Birmingham, Ala.—Returned app. of SMI Ministries Foundation for 89.5 mhz; 10 kw; HAAT: 922 ft. Address: 281 Old Tyler Rd., 35226. Action Oct. 31.
- Tusayan, Ariz.—Granted app. of Tusayan Broadcasting Co. for 92.1 mhz; 1 kw; HAAT: 470 ft. Address: 14626 North 37th Ave., Phoenix 85023. Principal is owned by Wayne A. Cook, who has no other broadcast interests. Action Nov. 1.
- *Wailuku, Hawaii—Granted app. of Hawaii Public Radio Inc. for 88.7 mhz; 1 kw; HAAT: 5,534 ft. Address: 1335 Lower Campus Dr., Honolulu. Principal is nonprofit corporation chartered by state of Hawaii and headed by John Henry Felix, president. It also owns KHPR(FM) Honolulu. Action Oct. 25.
- *Fort Wayne, Ind.—Returned app. of Family Stations Inc. for 91.5 mhz; 20 kw; HAAT: 400.5 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Action Oct. 30.
- *Jeffersontown, Ky.—Returned app. of Family Station Inc. for 91.1 mhz; 50 kw; HAAT: 500 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Action Oct. 30.
- Pentwater, Mich.—Returned app. of James J. McCluskey for 103.1 mhz; 3 kw; HAAT: 100 m. Address: 220 1/2 South Michigan Ave., Big Rapids, Mich. 49307. Action Oct. 30.
- *Port Huron, Mich.—Granted app. of Ross Bible Church for 88.3 mhz; 2 kw; HAAT: 227 ft. Address: 2865 Maywood Dr., 48060. Principal is nonprofit educational institution headed by Craig Maxwell. It has no other broadcast interests. Action Nov. 1.
- *Webster, N.Y.—Returned app. of Mars Hill Broadcasting Co. for 89.3 mhz; 1 kw; HAAT: 103 ft. Address: 4044 Maykes Rd., Syracuse, N.Y. 13215. Action Oct. 30.
- *Wichita Falls, Tex.—Returned app. of Christian Service Home Inc. for 91.9 mhz; 100 w; HAAT: 1,660 ft. Address: P.O. Box 3175, Wichita Falls, Tex. Action Oct. 30.

TV

- Vicksburg, Miss.—Granted app. of Vicksburg Broadcasting Group for ch. 35; ERP vis. 5000 kw; aur. 500 kw; HAAT: 722 ft. ant. height above ground: 523.4 ft. Address: 219 Main Street, Minden, La. 71055. Principal is equally owned by J. Robert Kimmerly; his wife, Sue; Harmon Drew, and his wife, Jean. Action July 23.

In Contest

The review board made the following decisions:

- Sparks, Nev. (Pepper Schultz and Comstock Broadcasters Inc.) FM Proceeding.—Rescheduled oral argument for Dec. 12 at 10 a.m., instead of Nov. 30.

ALJ Joseph Chachkin made the following decisions:

- Calumet, Mich. (Hometown Television Inc.) TV Proceeding.—Granted motion for summary decision by Hometown and resolved air hazard issue in its favor and granted Hometown's app. for new TV in Calumet. (By summary decision, Nov. 5).
- Doylestown, Pa. (Central Bucks Broadcasting Co.) AM Proceeding.—Granted motion for summary decision by Housatonic Valley Broadcasting Co. and resolved air hazard issue in its favor. (By MO&O, Nov. 7).
- Amarillo, Tex. (Family Media Inc., and Amarillo Junior College District) FM Proceeding.—Granted motion for summary decision by Family and resolved main studio issue in its favor. (By MO&O, Nov. 7.)
- Lubbock, Tex. (Jerrico Broadcasting Inc.) FM Proceeding.—Granted motion by Barton Broadcasting Co. and dismissed applications of Jerrico Broadcasting and Lela M. Officer with prejudice. (By MO&O Nov. 2.)

ALJ John M. Frysiak made the following decision:

- Jamestown, N.Y. (Retherford Publications Inc. and Jamestown TV Associates) TV Proceeding. FM Proceeding.—Granted motion by Jamestown and dismissed Retherford's app. with prejudice, granted Jamestown's app. for new TV in Jamestown and terminated proceeding. (By MO&O).
- Rotterdam, N.Y. (Women's Coalition for Better Broadcasting) FM Proceeding.—By separate orders, granted motion for summary decision by MRLJ Enterprises, and resolved air hazard issue in its favor; granted joint request for settlement agreement, dismissed app.'s of Women's Coalition and John and Terri Flanders with prejudice and granted MRLJ's app. for new FM in Rotterdam. (By MO&O).

Facilities Changes

Applications

AM's

Tendered

- WDEB (1500 khz) Jamestown, Tenn.—Seeks CP to change freq. to 829 khz and change city of lic. to Alladart, Tenn. App. Nov. 6.

Accepted

- New (890 khz) College Park, Ga.—Seeks CP to change TL. App. Nov. 6.
- WTAY (1570 khz) Robinson, Ill.—Seeks CP to make changes in ant. sys. App. Nov. 6.

Summary of broadcasting
as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	561
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

- WDGS (1290 khz) New Albany, Ind.—Seeks MP to make changes in ant. sys. App. Nov. 6.
- KBRL (1560 khz) Imperial, Neb.—Seeks MP to change TL and make changes in ant. sys. App. Nov. 9.
- WCNS (1480 khz) Latrobe, Pa.—Seeks MP to reduce power to 500 w and make changes in ant. sys. App. Nov. 7.
- KXA (770 khz) Seattle—Seeks CP to change TL and make changes in ant. sys. App. Nov. 6.

Canceled

- WTLS (1300 khz) Tallassee, Ala.—CP to change TL and make changes in ant. sys. Canceled Nov. 9.
- WKHJ (1440 khz) Holly Hill, S.C.—CP to add night service with 1 kw. Canceled Nov. 9.

FM's

Tendered

- *WQAQ (98.1 mhz) Hamden, Conn.—Seeks CP to change freq. 88.3 mhz and change ERP to 100 w. App. Nov. 6.
- KVNE (89.5 mhz) Tyler, Tex.—Seeks CP to change HAAT to 898.72 ft. and make changes in ant. sys. App. Nov. 6.

Accepted

- KZIA-FM (101.7 mhz) Rio Rancho, N.M.—Seeks CP to change ERP to 0.978 kw. App. Nov. 7.
- KPUP (107.5 mhz) Redmond, Ore.—Seeks CP to change TL. App. Nov. 7.
- KSAQ (96.1 mhz) San Antonio, Tex.—Seeks CP to change TL and change HAAT to 1,290 ft. App. Nov. 7.
- WCNV (107.9 mhz) Amherst, Va.—Seeks CP to change TL. App. Nov. 7.

TV's

Accepted

- *WMED-TV (ch. 13) Calais, Me.—Seeks CP to change SL. App. Nov. 7.
- *WMEB-TV (ch. 12) Orono, Me.—Seeks CP to change SL. App. Nov. 7.
- *WMEM-TV (ch. 10) Presque Isle, Me.—Seeks CP to change SL. App. Nov. 7.

Actions

AM's

- KLNI (1380 khz) Pearl City, Hawaii—Granted app. to operate transmitter by remote control. Action Oct. 26.
- WJTX (1580 khz) Urbana, Ill.—Returned app. to change freq. to 870 khz; change hours of operation to day only, and make changes in ant. sys. Action Nov. 2.
- WDFB (1170 khz) Junction City, Ky.—Granted app. to make changes in ant. sys. Action Nov. 2.
- WXYT (1270 khz) Detroit—Granted app. to change SL to 15600 West Twelve Mile Road, Southfield, Mich. Action Nov. 1.
- WLRC (850 khz) Walnut, Miss.—Returned app. to increase power to 1 kw and make changes in ant. sys. Action Nov. 1.
- WDNY (1600 khz) Dansville, N.Y.—Dismissed app. to increase day power to 1 kw. Action Nov. 1.
- WDEX (1430 khz) Monroe, N.C.—Granted app. to make changes in ant. sys. Action Nov. 2.
- KJCH (1410 khz) Cleveland, Tex.—Granted app. to make changes in ant. sys. Action Nov. 2.
- KAAR (1480 khz) Vancouver, Wash.—Granted app. to change TL and make changes in ant. sys. Action Nov. 1.
- KTHE (1240 khz) Thermopolis, Wyo.—Granted app. to change hours of operation to unlimited. Action Nov. 2.

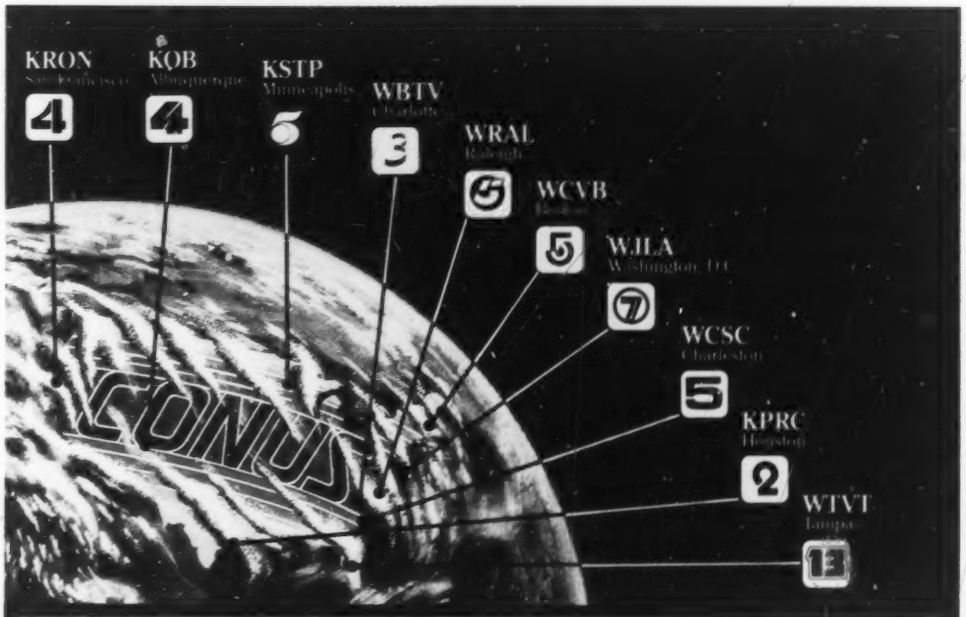
FM's

- KLZI (99.9 mhz) Phoenix—Granted app. to install new transmission sys. Action Oct. 31.
- WKQA (104.9 mhz) Pekin, Ill.—Granted app. to install new transmission sys. Action Oct. 31.
- WZZQ (107.5 mhz) Terre Haute, Ind.—Granted app. to operate formerly authorized facilities as aux. Action Oct. 31.
- WMQT-FM (107.5 mhz) Hancock, Mich.—Granted app. to change TL; change HAAT to 526.44 ft.; change freq. to

C1750-1

The Fifth Estate

Broadcasting ϟ Nov 26


KRON
San Francisco
4
KOB
Albuquerque
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KSTP
Minneapolis
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WBTV
Charlotte
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WRAL
Raleigh
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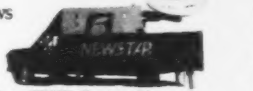
WCVB
Boston
5
WJLA
Washington, D.C.
7
WCSC
Charleston
5
KPRC
Houston
2
WTVT
Tampa
13
CONUS

Now, no news event is beyond their reach.



These stations are news revolutionaries.

Because each has joined the Conus Satellite News Gathering (SNG) System.™

Each has exclusive SNG power within its own market.

Each has its own Ku-band uplink news van, capable of covering the news anywhere—from the boroughs of NYC to the mountaintops of Colorado.

Each transmits its stories through the Conus-owned transponder, linking its station to the entire Conus system—coast-to-coast.

It's a news revolution whose time has come. Join in and no news event will be beyond *your* reach.

Soon, any station will be able to take advantage of the Conus News Service, even those without SNG vans. To find out how, see us at the RTNDA, Booth 721, or call or write us today.

Charles H. Dutcher III
Conus Communications
3415 University Avenue
Minneapolis, MN 55414
612/642-4645

CONUS

Conus means Continental United States

2081 4SRI A06681 SIA JUN/85
SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

54th Year 1984

PRIME TUNING

Vol. 107 No. 22

Broadcasting Nov 26

Midseason planning under way at networks
FCC votes to use lottery for MMDS applications
AMIP coverage from Miami

STATUS REPORT □ Networks begin taking stock of prime time schedules, looking to shore up weak spots as midseason nears. **PAGE 35.**

MULTIPLE CHOICE □ FCC votes to use lottery for multiple MDS service; grants radio broadcasters more spectrum for STL's and ICR's. **PAGE 37.**

WEEK SEVEN □ General Westmoreland remains on stand as CBS lawyers continue cross-examination in libel suit. **PAGE 38.**

PRINT BUY □ CBS buys consumer publications of Ziff-Davis for $362 million; Murdoch buys company's business magazines. **PAGE 39.**

MEETING IN MIAMI □ Foreign programers show their wares at AMIP, to slightly fewer attendees than last year. Organizers say there will be a next year, although some revisions may be made. **PAGE 40.**

HINDSIGHT □ *Washington Post* columnist David Broder, looking back on election campaign, says media may have failed to bring candidates' dialogue to public; questions whether network projections constitute journalism. **PAGE 42.**

CRACKING VCR USE □ Nielsen plans to break out studies into separate home viewing, and home recording but not viewing categories. **PAGE 46.**

RKO FALLOUT □ Observers say network radio probably won't suffer as a result of the advertising error charges brought against RKO Radio. **PAGE 46.**

MEDICAL ADVICE □ FDA and Better Business Bureaus give broadcast stations tips on looking for possible medical frauds in advertising. **PAGE 54.**

CABLE DISSECTION □ In commenting on cable bill, communications lawyer Farrow warns cable operators they could have trouble at renewal time; FCC's Brenner is more positive in outlook, but said cable doesn't have full First Amendment rights. **PAGE 58.**

FILING SUIT □ Loser in bid for cable franchise of Washington files suit against the winner, local government officials and the local phone company. **PAGE 59.**

MORE ON FOOTBALL □ USFL unveils new spring lineup, updates court fight with NFL. **PAGE 63.**

SHORING UP □ ABC undergoing changes to strengthen prime time for second half of season, in light of ratings decline, but executives say company remains healthy because of cost controls in place. **PAGE 64.**

THROUGH THE ROOF □ Yonkers, N.Y., is home of AM station broadcasting at 1622 khz on auxiliary frequency. **PAGE 72.**

BUSINESS IS HIS PLEASURE □ When John Reidy of Drexel Burnham Lambert talks, Fifth Estaters listen. **PAGE 95.**

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Network Association. He said agencies have asked the major networks for support material on how each one clears commercials. Also, said Brescia, agencies are feeling comfortable that network management will make "doubly-sure" clearance performance is high. "We are looking at a lot of positive signs for network radio," he said.

The RKO billing situation, however, hit the industry during a less than fabulous year for network radio sales. According to the Radio Network Association (RNA), which relies on financial data collected confidentially from ABC, CBS, NBC, RKO, Mutual and Sheridan by the accounting firm of Ernst & Whinney, billings from January through September were up only 2.8% ("Top of the Week," Oct. 29) over the same period a year ago. (The Radio Advertising Bureau now projects that network radio business will finish at the same pace, 2.8%, for the year.) But most network radio executives agree that if RKO lowers its rates to attract business, the move will not set the tone for the rest of the network radio marketplace.

Last month, RKO General President Shane O'Neil renewed the company's commitment to the networks in a memo to advertisers. "The RKO Radio Networks is an integral part of RKO General Inc. and it is imperative that we move ahead to restore our credibility and financial stability," the statement said ("Riding Gain," Nov. 5). ☐

Fighting fraud

FDA and Better Business Bureaus give radio and TV stations tips to spot possible medical frauds

The Food and Drug Administration and the Council of Better Business Bureaus have joined to alert radio and television stations on recognizing medical product frauds. The organizations have mailed information to 10,000 station sales managers, asking them "to review medical claims carefully before accepting them in advertisements to be broadcast."

A joint letter by Council President William H. Tankersley and FDA Commissioner Frank E. Young tells the sales managers that medical fraud and health quackery "continue to victimize the public. Each year, individuals jeopardize their health and waste millions of dollars on phony cures, devices and false promises."

The letter said that the FDA and the BBB won't advise a station on whether to accept a particular advertisement. But the groups issued tips for checking proposed broadcast ads. These include:

■ Watching for "claims of FDA approval." (Current law does not permit the mention of the FDA in any way that suggests marketing approval for any drug or medical device, the FDA said.)

■ Key words. If the ad uses words such as "miracle," "miraculous," "cure" or "breakthrough," "be particularly skeptical about the product," the FDA said.

■ Labeling. If label instructions don't clearly explain how to achieve all the bene-

Busy year. Commercial television advertising, embracing network, national and regional spot, and local, increased 21.4% in the first nine months of the year, according to the Television Bureau of Advertising. Reflecting in part the impact of the summer Olympics, network TV advertising for the first three quarters rose 27% to $6.1 billion. National and regional spot television advertising, based on Broadcast Advertisers Reports in the top 75 markets, climbed to $2.9 billion in the first nine months, up from $2.6 billion in the same period last year. TVB said that local television advertising, according to the same BAR reports, was $2.4 billion, up from $2.1 billion in 1973.

July-September

	1983	*1984*	*% chg.*
Early morning:			
Mon.-Fri.	$ 29,815,000	$ 39,547,800	+32.6
Daytime:			
Mon.-Fri.	308,785,000	393,602,600	+27.5
Sat.-Sun.	183,701,600	287,583,500	+56.5
Early fringe:			
Mon.-Fri.	66,932,400	82,652,900	+23.5
Sat.-Sun.	25,848,700	29,925,900	+15.8
Nighttime:			
Mon.-Sun.	770,224,400	1,170,029,500	+51.9
Late night:			
Mon.-Sun.	87,074,100	120,930,300	+38.9
Total	$1,472,381,200	$2,124,272,500	+44.3

January-September

	1983	*1984*	*% chg.*
Early morning:			
Mon.-Fri.	$ 99,892,500	$ 127,712,400	+27.8
Daytime:			
Mon.-Fri.	930,543,000	1,135,991,500	+22.1
Sat.-Sun.	578,091,000	783,471,700	+35.5
Early fringe:			
Mon.-Fri.	242,232,000	280,995,200	+16.0
Sat.-Sun.	158,986,800	139,775,700	−12.1
Nighttime:			
Mon.-Sun.	2,514,250,300	3,298,061,900	+31.2
Late night:			
Mon.-Sun.	271,424,000	322,579,800	+18.8
Total	$4,795,419,600	$6,088,588,200	+27.0

By network

Quarter	**ABC**	**CBS**	**NBC**	**Total**
Jan.-March	$ 737,039,700	$ 667,557,900	$ 538,749,700	$1,943,347,300
April-June	715,971,900	687,103,500	617,893,000	2,020,968,400
July-Sept.	1,006,976,000	599,707,300	517,589,200	2,124,272,500
Year-to-date	$2,459,987,600	$1,954,368,700	$1,674,231,900	$6,088,588,200

July - September

	1983	*1984*	*% shr.*	*% chg.*
Daytime	$ 179,735,400	$ 220,565,300	22.0	+ 22.7
Early evening	310,208,500	343,252,200	34.2	+ 10.7
Nighttime	213,930,100	247,096,000	24.6	+ 15.5
Late night	183,793,900	193,406,500	19.2	+ 5.2
Total	$887,666,900	$1,004,320,000	100.0	+ 13.1

January-September

	1983	*1984*	*% shr.*	*% chg.*
Daytime	$ 518,850,700	$ 616,971,400	21.2	+ 18.9
Early fringe	914,643,300	1,021,656,200	35.0	+ 11.7
Nighttime	614,982,900	698,576,000	24.0	+ 13.6
Late night	518,045,600	576,672,800	19.8	+ 11.3
Total	$2,566,522,600	$2,913,876,400	100.0	+ 13.5

fits of a product, "be suspicious."

■ Full identification. If the ad mentions medical clinics or medical personnel, see that the full names, addresses and phone numbers are available and verifiable.

■ Ask for proof of the product's status with the FDA.

■ Be wary of sponsors who say their products don't need FDA approval.

■ Watch for "cures" for serious diseases. (The more serious the condition for which the product is offered—cancer, heart disease, arthritis, for example—the more questionable the product, the FDA said.)

■ Be "especially" wary of claims that a product may be used for multiple health problems. ("Generally speaking, such products exist only in the portfolios of con artists," the FDA said.)

■ Investigate endorsements or testimonials by "stars" or "big names."

Said Tankersley in a prepared release: "Broadcasters can protect their media's public trust and effectiveness by refusing to air quack promotions. Otherwise, quackery will damage legitimate advertising and legitimate business as well." Said Young: Health fraud is "a national disease that often uses false or misleading statements in advertising to snare its victims. The fraud is the same whether it is found in the back pages of a magazine or between segments of a TV movie."

One last tip from the FDA: "Remember: If it sounds too good to be true, it probably is." ☐

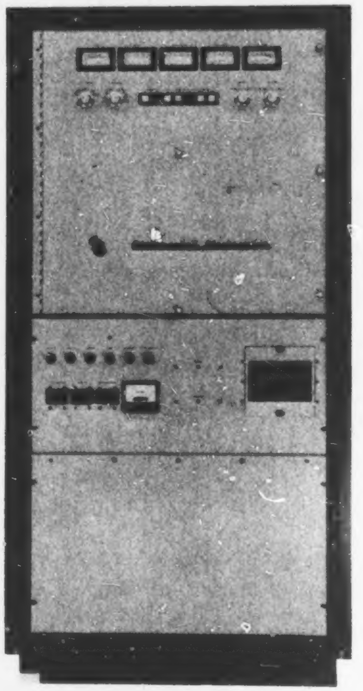
Tracking indies. Independent television stations share of expenditures of the top 25 national advertisers in the first three quarters of 1984 amounted to more than $543.7 million, according to the Association of Independent Television Stations. INTV said the top 25 national clients placed 56% of their billings on independent stations. The leading product category remained food and food products.

Procter & Gamble led the list of independent station users, followed by General Foods, Pepsico, General Mills and Anheuser-Busch. Broadcast Advertiser Reports figures were used by INTV to arrive at the estimates appearing below and on page 57.

Top 20 spot TV categories independent station usage January-September 1984

Category	*Total spot TV expenditures ($000)*	*Independent share of spot TV (%)*	*Independent expenditures ($000)*
1. Food & Food Products	$628,366	45	$282,765
2. Automotives	402,962	36	145,066
3. Confectionary & Soft Drinks	259,941	52	135,169
4. Toiletries & Toilet Goods	174,137	53	92,293
5. Consumer Services	160,255	28	44,871
6. Beer & Wine	152,081	50	76,041
7. Travel, Hotels & Resorts	134,070	24	32,177
8. Household Equipment & Supplies	123,148	44	54,185
9. Soaps, Cleansers & Polishes	104,971	56	58,784
10. Proprietary Medicines	103,565	55	56,961
11. Publishing & Media	94,099	46	43,286
12. Gasoline, Lubricants & Other Fuels	83,159	36	29,937
13. Apparel, Footwear & Accessories	72,937	42	30,634
14. Sporting Goods & Toys	49,758	87	43,289
15. Insurance	46,523	44	20,470
16. Office Equipment, Computers & Copiers	45,855	21	9,630
17. Pet Foods & Supplies	41,335	47	19,427
18. Building Material, Equip. & Fixtures	39,308	45	17,689
19. Jewelry, Optical Goods & Cameras	37,453	42	15,730
20. Home Electronics Equipment	37,289	55	20,509
Top 20	$2,791,212	44%	$1,228,913

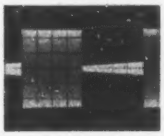
Source: Barcume, January-September 1984; BAR Special 15-market tabulation for independent shares

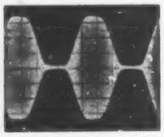


Continental's 5 kW AM Power Rock: a sound winner that's ready for AM stereo.

The Power Rock is designed to give you the very best audio. Listen to the loud, clear signal, and you know you have a winner. The Power Rock is ready for AM Stereo and accepts sophisticated audio.

- Owners and managers like Power Rock's superior performance and outstanding on-air performance.
- Program directors like the crisp, clean signal and compatibility with the most sophisticated audio processors.
- Engineers like the proven design and conservative components: a safety margin for steady, reliable on-air performance.





Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

For a copy of our brochure on the 315R 5 kW AM Power Rock, call (214) 381-7161.
Continental Electronics Mfg. Co.
Box 270879 Dallas, TX 75227.

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Continental Electronics

Top 25 spot TV advertisers independent station usage, January-March 1984

Company	*Total spot TV expenditures*	*Independent share of spot TV*	*Independent expenditures*
1. Procter & Gamble	$146,776	66	$96,872
2. General Foods	72,076	61	43,966
3. Pepsico	68,653	39	26,775
4. General Mills	59,170	78	46,153
5. Anheuser-Busch	45,355	87	39,459
6. Toyota Motor Sales	44,367	54	23,958
7. Lever Bros.	43,167	42	18,130
8. Dart & Kraft	42,512	40	17,005
9. Coca-Cola Co.	39,547	51	20,169
10. Philip Morris	37,310	43	16,043
11. Beatrice Foods	34,980	25	8,745
12. Mars Inc.	33,662	71	23,900
13. Nissan Motors	33,003	36	11,881
14. MCI Communications	30,608	37	11,325
15. Ford Motor Co.	30,379	28	8,506
16. Kellogg Co.	28,716	70	20,101
17. Warner-Lambert	27,764	82	22,766
18. General Motors	25,526	28	7,147
19. Nestle S.A.	25,471	34	8,660
20. Nabisco Brands	24,190	53	12,821
21. A.H. Robins	23,052	56	12,909
22. ITT Corp.	22,980	41	9,422
23. American Home Prod.	22,834	51	11,645
24. Time Inc.	22,447	56	12,570
25. Consolidated Foods Corp.	17,708	40	7,083
Top 25	$1,002,253	54%	$538,051

Top 25 independent station national advertisers, January - March 1984

Company	*Independent expenditures*	*Independent's share of spot TV expenditures (%)*
1. Procter & Gamble	$ 96,872	66
2. General Mills	46,153	78
3. General Foods	43,966	61
4. Anheuser-Busch	39,459	87
5. Pepsico	26,775	39
6. Toyota Motor Sales	23,958	54
7. Mars Inc.	23,900	71
8. Warner-Lambert	22,766	82
9. Coca-Cola	20,169	51
10. Kellogg Co.	20,101	70
11. Lever Bros.	18,130	42
12. Dart & Kraft	17,005	40
13. Philip Morris	16,043	43
14. A.H. Robins	12,909	56
15. Nabisco	12,821	53
16. Time Inc.	12,570	56
17. Nissan Motor Co.	11,881	36
18. American Home Prod.	11,645	51
19. MCI Communications	11,325	37
20. Reynolds Metals	10,455	66
21. ITT Corp.	9,422	41
22. Colgate-Palmolive	9,351	55
23. Beatrice Cos.	8,745	25
24. Nestle S.A.	8,660	34
25. Gillette	8,620	78
Top 25	$543,701,000	56

Source: Barcume, January-March 1984; BAR Special 15-market tabulation for independent shares

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Brokerage Appraisals

increase power to 1 kw. Action Nov. 9.

- WARR (1520 khz) Warrenton, N.C.—Granted app. to increase power to 5 kw. Action Nov. 13.
- WKGM (940 khz) Smithfield, Va.—Granted app. to add night service with 5 kw and install DA-2. Action Nov. 13.

FM's

- KITS-FM (105.3 mhz) Pleasant Hill, Calif.—Granted app. to change TL. Action Nov. 13.
- KBRQ-FM (105.1 mhz) Denver—Denied app. to change TL; change HAAT to 1,117 ft., and make changes in ant. sys. Action Nov. 5.
- WQYK-FM (99.5 mhz) St. Petersburg, Fla.—Returned app. to change TL. Action Nov. 8.
- *WMNF (88.5 mhz) Tampa, Fla.—Accepted for filing app. to change ERP to 100 kw and make changes in ant. sys. Action Nov. 8.
- *WRAF (90.0 mhz) Toccoa Falls, Ga.—Granted app. to make changes in ant. sys. Action Nov. 5.
- *WRRG (88.9 mhz) River Grove, Ill.—Dismissed app. to correct geographical coordinates. Action Nov. 1.
- KMAJ (107.7 mhz) Topeka, Kan.—Dismissed app. to change TL; change HAAT to 1,214.4 ft., and make changes in ant. sys. Action Nov. 5.
- KLUC (98.5 mhz) Las Vegas—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,195 ft., and make changes in ant. sys. Action Nov. 2.
- WYKZ (98.7 mhz) Beaufort, S.C.—Dismissed app. to change TL and make changes in ant. sys. Action Nov. 13.

TV's

- WJTC (ch. 44) Pensacola, Fla.—Granted app. to change ERP to vis. 3,289 kw, aur. 328.9 kw and change HAAT to 1,493.2 ft. Action Nov. 9.
- WTJR (ch. 16) Quincy, Ill.—Granted app. to change HAAT to 994.45 ft. and change TL. Action Nov. 2.
- *WHCF (88.5 mhz) Bangor, Me.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,601 ft., and make changes in ant. sys. Action Nov. 9.
- WTZA (ch. 62) Kingston, N.Y.—Granted app. to change ERP to vis. 3,310 kw, aur. 331 kw; change HAAT to 1,930 ft., and make changes in ant. sys. Action Nov. 5.

In Contest

The review board made the following decision:

Sparks, Nev. (Pepper Schultz and Comstock Broadcasters Inc.) FM Proceeding. Rescheduled oral argument for Dec. 12 instead of Nov. 30. By letter, Nov. 5.

ALJ Joseph Chachkin made the following decisions:

Calumet, Mich. (Hometown Television Inc.) TV Proceeding. Granted motion for summary decision by Hometown and resolved air hazard issue in its favor. Granted Hometown's app. for a new TV station on ch. 5 at Calumet. By summary decision, Nov. 6.

Doylestown, Pa. (Central Bucks Broadcasting Co., et al.) AM Proceeding. Granted motion for summary decision by Housatonic Valley Broadcasting Co. and resolved air hazard issue in its favor. By MO&O, Nov. 5.

*Amarillo, Tex. (Family Media Inc. and Amarillo Junior College District) TV Proceeding. Granted motion for summary decision by Family and resolved main studio issue in its favor. By MO&O, Nov. 7.

Lubbock, Tex. (Jerrico Broadcasting Inc., et al.) FM Proceeding. Granted motion by Barton Broadcasting Co. and dismissed apps. of Jeffico Broadcasting and Lela M. Officer with prejudice. By MO&O, Nov. 2.

ALJ John M. Frysiak made the following decisions:

Jamestown, N.Y. (Retherford Publications Inc. and Jamestown TV Associates) TV Proceeding. Granted motion by Jamestown and dismissed Retherford's app. with prejudice; granted Jamestown's app. for a new TV station at Jamestown and terminated proceeding. By MO&O, Nov. 5.

Rotterdam, N.Y. (Women's Coalition for Better Broadcasting, et al.) FM Proceeding. By separate orders: granted motion for summary decision by MRLJ Enterprises and resolved air hazard issue in its favor; granted joint request for settlement agreement; dismissed apps. of Women's and John D. and Terri A. Flanders with prejudice; granted MRLJ's app. for a new FM station at Rotterdam, and terminated proceeding. By MO&O, Nov. 5.

ALJ Byron E. Harrison made the following decisions:

Roswell, N.M. (KCBD Associates, et al.) TV Proceeding. Granted motion for summary decision by Western Sun Broadcasting Co. and resolved air hazard issue in its favor. By order, Oct. 31.

Lake Dallas, Tex. (Womens Media Investors of Dallas Ltd. and Opal Thornton) TV Proceeding. Granted motion for summary decision by Opal Thornton and resolved air hazard decision in her favor. By order, Oct. 31.

ALJ Edward J. Kuhlmann made the following decision:

Homestead, Fla. (Gold Coast Broadcasting Corp., et al.) FM Proceeding. Granted motion for summary decision by Radio South Dade Inc. and resolved air hazard issue in its favor; dismissed app. of LatineAmerican Broadcasting Corp. with prejudice for failure to prosecute. By MO&O, Nov. 5.

ALJ Edward Luton made the following decision:

Colonial Beach, Va. (Colonial Beach Broadcasting Inc. and Richey D. Adams, et al.) FM Proceeding. Granted joint request for settlement; dismissed Adam's app. with prejudice; granted Colonial's app. for a new FM station at Colonial Beach, and terminated proceeding. By MO&O, Nov. 5.

ALJ Walter C. Miller made the following decision:

El Paso and Clint, Tex. (Fina Broadcast House Corp., et al.) AM Proceeding. Granted joint request by Fina, El Paso Radio Corp., and El Paso County Broadcasting Co. for settlement agreement to merge El Paso Radio and El Paso County into El Paso Hispanic Broadcasting Co.; dismissed apps. of Fina and El Paso County with prejudice; conditionally granted El Paso Hispanic Broadcasting Co.'s app. for a new AM station at El Paso, and terminated proceeding. By MO&O, Oct. 31.

ALJ Joseph Stirmer made the following decision:

Amarillo, Tex. (Westwind Broadcasting, et al.) FM Proceeding. Granted joint requests by all applicants for settlement agreements; dismissed apps. of Logos Communications Corp., Rolling Plains Broadcasting Corp., Charles B. Cooper and Donald R. DePriest, Joint Venturers, Sugartime, and Golden Spread Communications with prejudice; granted Westwind's app. for a new FM station at Amarillo, and terminated proceeding. By MO&O, Nov. 1.

Summary of broadcasting
as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	561
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

ALJ James F. Tierney made the following decisions:

Duluth, Minn. (Haynes Communications Co. and Duluth Media) TV Proceeding. Granted joint request for settlement agreement; dismissed Haynes' app. with prejudice; granted Duluth's app. for a new TV station at Duluth, and terminated proceeding. By MO&O, Nov. 5.

Klamath Falls, Ore. (Telecrafter Corp. and Raleigh Microwave Communications) MDS Proceeding. Granted motion for joint request for settlement agreement; dismissed Telecrafter's app. with prejudice; granted Raleigh's app. for a new MDS station at Klamath Falls, and terminated proceeding. By MO&O, Nov. 2.

Call Letters

Applications

Call	*Sought by*
	New FM
KXOQ	Foster Broadcasting, Poplar Bluff, Mo.
	Existing AM
WUEZ	WWJZ Emmet Broadcasting Co. of Florida Inc., Sanford, Fla.
	Existing TV
KYVE	KYVE-TV Central Washington Association for Public Telecommunications, Yakuma, Wash.

Grants

Call	*Assigned to*
	New AM's
WGGD	Champlain Radio, Champlain, N.Y.
WSSP	Clancy & Stork Communications Inc., Springville, N.Y.
	New FM
*KCEB	Casper Educational Broadcasting, Casper, Wyo.
	New TV
WETG	Gannon University Broadcasting Inc., Erie, Pa.
	Existing AM's
KISS	KPRZ Eleven Fifty Corp., Los Angeles
WFXI	WVSI U.S. Two Broadcasting Corp., Jupiter, Fla.
KBBK	KAYT Inland Broadcast Co., Rupert, Idaho
WHHT	WKSD First Orangeburg Investment Corp., Orangeburg, S.C.
KORQ	KWKC Adams-Shelton Communications, Abilene, Tex.
WFNR	WNRB New River Broadcasting Corp., Christiansburg, Va.
	Existing FM's
KISS-FM	KIIS Eleven Fifty Corp., Los Angeles
KWHO	KSQU Florence M. Gaskey, Weed, Calif.
WKTQ	WVSI-FM U.S. Three Broadcasting Corp., Jupiter, Fla.
WRBZ-FM	WRTL-FM Capitol Communications of Illinois Inc., Rantoul, Ill.
KSPG-FM	KSPG KIKZ Inc., El Dorado, Kan.
KORQ-FM	KORQ Adams-Shelton Communications, Abilene, Tex.
KCCG-FM	KIKZ-FM Triple R. Broadcasting Inc., Seminole, Tex.
KYCN-FM	KWEP Pioneer Broadcasting Inc., Wheatland, Wyo.

C1750-1

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Broadcasting Dec 3

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54th Year 1984

WESTWARD HO

Vol. 107 No. 23

Broadcasting ◪ Dec 3

Convention week for Western Cable and RTNDA
The week's rumblings: Discount approach for 12-12-12, broadcast-cable copyright compromise

CHRISTMAS PUSH □ Fowler said to be considering using discount method to count ownership in restructuring of rule of 12's for television. Networks voice displeasure. **PAGE 35.**

COPYRIGHT COMPROMISE? □ Executives of broadcast and cable trade associations have informal discussions on options on must carry and copyright legislation. **PAGE 35.**

BOWING OUT □ Comsat announces intention to leave DBS business. **PAGE 36.**

FREE BIRDS □ President issues directive allowing FCC to process applications for international telecommunications satellite services that would compete with Intelsat. **PAGE 37.**

GOVERNMENT COMPLAINT □ CIA files complaint with FCC over report on ABC News. **PAGE 38.**

TRENDY RESULTS □ November sweeps information supplied by Nielsen show that audience level erosion among the networks is increasing. In the best shape may be NBC, with *Cosby* show leading its ratings and demographic resurgence. **PAGE 39.**

THE LAST WALTZ □ Turner Broadcasting shuts down Cable Music Channel, selling selected assets to MTV Networks Inc. **PAGE 41.**

JOURNALISM 1984 □ "Driven by competition for ratings and ambition for excellence," Fifth Estate journalists on the network and station level are doing more and doing it more professionally to help satisfy the news consumer's growing appetite. Among the subjects covered in this wide ranging report on the state of the broadcast journalist's art is how local stations are taking on the networks with new tools that expand their coverage areas. It also looks at how the networks are coping with what some see as renewed assaults on journalistic freedoms. **PAGE 47.** The Cable News Network and C-SPAN are gaining viewers as election year coverage highlights news in cable. **PAGE 66.** With satellite technology firmly implanted in radio network news field, stations have more programing choices. **PAGE 74.** A rundown of the top stories in journalism in 1984. **PAGE 79.**

RTNDA 1984 □ Ever larger RTNDA meets in San Antonio. **PAGE 94.** The agenda appears on **PAGE 95.** A list of exhibitors appears on **PAGE 96.**

CABLE REPURCHASE □ CBS buys into cable programing services owned by Cablevision Systems and *Washington Post*. **PAGE 106.**

IN PRAISE OF REAGAN □ FTC chairman Miller recites accomplishments of agency he heads. **PAGE 111.**

WESTWARD BOUND □ Western Cable Show agenda packed with nuts-and-bolts sessions, dealing with copyright and fallout from cable bill. **PAGE 116.** Exhibitor's listing begins on **PAGE 118.**

NEWS VIEW □ Incoming president, Lou Adler, brings a fresh eye and strong voice to RTNDA. **PAGE 147.**

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Major Meetings

Dec. 5-7—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 5-7—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex. Future conventions: Sept. 11-14, 1985, Nashville, Opryland, and Sept. 10-13, 1986, Dallas, Anatole.

Jan. 5-8, 1985—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel, Los Angeles.

Jan. 10-14, 1985—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

Jan. 26-29, 1985—*Radio Advertising Bureau's* Managing Sales Conference. Amfac hotel, Dallas.

Jan. 30-Feb. 1, 1985—25th annual Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

Feb. 3-6, 1985—*National Religious Broadcasters* 42d annual convention. Sheraton Washington, Washington.

Feb. 15-16, 1985—*Society of Motion Picture and Television Engineers* 19th annual television conference. St. Francis hotel, San Francisco.

March 7-9, 1985—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

March 14-17, 1985—First *NATPE International* production conference. New Orleans Hilton, New Orleans. Information: (212) 949-9890.

March 26-27, 1985—*Cabletelevision Advertising Bureau's* fourth annual cable advertising conference. Sheraton Center, New York.

April 14-17, 1985—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

April 20-25, 1985—20th annual *MIP-TV*, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

May 5-8, 1985—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

May 7-11, 1985—*American Women in Radio and Television* annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 12-15, 1985—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 12-15, 1985—*Broadcast Financial Management Association* 25th annual conference. Chicago. Future conference: April 27-30, 1986, Los Angeles.

May 15-18, 1985—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 15-18, 1985—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

May 19-22, 1985—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

May 19-23, 1985—*National Public Radio* annual convention. Marriott City Center, Denver.

June 2-5,1985—*National Cable Television Association* annual convention, including National Cable Programing Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 6-9, 1985—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta, and June 8-12, 1988, Bonaventure, Los Angeles.

June 6-12, 1985—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

June 8-12, 1985—*American Advertising Federation* national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

Aug. 4-7, 1985—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

Aug. 8-Sept. 14, 1985—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

Sept. 11-14, 1985—Second annual Radio Convention and Programing Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Nov. 20-22, 1985—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Jan. 11-13—*Florida Association of Broadcasters* annual midwinter conference. Marriott's Casa Marina Resort, Key West, Fla.

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Jan. 13-16—Seventh annual PTC '85, *Pacific Telecommunications Council*. Theme: "Telecommunications for Pacific Development: Toward a Digital World." Information: PTC, 1110 University Avenue, suite 308, Honolulu, 96826.

Jan. 14-16—*Community Broadcasters of America* first LPTV convention. Moscone Center, San Francisco.

Jan. 14-18—*National Association of Broadcasters* winter board meeting. Sheraton Plaza, Palm Springs, Calif.

Jan. 15—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: AWRT, 1321 Connecticut Avenue, N.W., Washington, 20036.

Jan. 15—Deadline for entries in 27th American Film Festival, sponsored by *Educational Film Library Association*. Information: (212) 227-5599.

Jan. 15—Deadline for entries in Champion-Tuck Awards for "outstanding reporting aimed at increasing public awareness of complex economic issues," sponsored by *Champion International Corp.* and administered by *Amos Tuck School of Business Administration at Dartmouth College*. Information: Champion-Tuck Awards, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 643-5596.

Jan. 16—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

Jan. 16—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Al Masini, president, TeleRep. Chasen's, Los Angeles.

■ **Jan. 16**—*Ohio Association of Broadcasters* "hiring/firing" workshop. Marriott Inn North, Columbus, Ohio.

Jan. 22-24—40th annual Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia's Center for Continuing Education, Athens.

Jan. 22-26—First *Pacific International Media Market*, showcase of Asian/Pacific film and television product, as opportunity for buyers and sellers. Regent hotel, Melbourne, Australia. Information: 25 Palmerston Crescent, South Melbourne, Victoria, Australia, 3205; telephone: (03) 690-7366.

Jan. 25—Awards presentation of U.S. Television and Radio Commercials Festivals, presented by *U.S. Festivals Association*. Marriott hotel, Chicago. Information: (312) 834-7773.

Jan. 25-27—*Foundation for American Communications* journalism conference, "The U.S. and Latin America." San Diego.

Errata

Charts of **advertising expenditures by companies on independent stations** on page 57 of Nov. 26 issue covered first three quarters of the year, **January through September 1984,** and not January through March as headings indicated.

□

Story on FCC meeting in Nov. 26 issue (page 37) misreported FCC's intentions concerning future allocations for STL's and ICR's. In any given locale where all available channels in 900 mhz band are fully utilized **commission is prepared to grant broadcasters special license** under waiver **to use frequency in 2 ghz band** (not 2 ghz of additional spectrum).

□

Nov. 26 "Cablecastings" item on **Disney Channel** ratings mistakenly reported premiere episode of *Still the Beaver* ran on election night. It **appeared on Wednesday, Nov. 7.**

□

CBS has not cancelled ***Dukes of Hazzard***, as reported in Nov. 26 issue, according to CBS Entertainment Executive Vice President Harvey Shephard. Shephard said CBS has put in an order for four more episodes in addition to 13 already commissioned.

NBC garners another first place

Boosted by the second part of its mini-series, *Fatal Vision,* NBC came in first for the second time in the nine-week-old prime time season and ABC—lifted by a special Sunday movie titled *The Ewok Adventure*—placed second. CBS came in third.

For the week ended Nov. 25, NBC averaged a 16.5 rating and 27 share in Nielsen's NTI service, compared to a 15.9/26 for ABC and a 15.3/25 for CBS. Despite a weak showing of its total lineups, CBS managed to capture five of the top 10 shows of the week, while NBC had three and ABC two. The combined network rating/share for the week was a 47.7/78 compared to a 50.3/80 for the comparable week a year ago. HUT levels were down 3% from the comparable week last year to a 60.8 from a 63.

The second episode of NBC's *Fatal Vision* averaged a 32.7/49 and was the second-highest rated show of the 1984-85 prime time season, ranking behind NBC's *The Burning Bed* TV movie which averaged a 36.2 rating.

NBC attained its weekly victory by winning only two nights: Monday and Tuesday. CBS won Thursday and Friday while ABC won Wednesday, Saturday and—thanks to *The Ewok Adventure*—Sunday as well. Highlights of the week, night by night:

- NBC won Monday with a share nearly equal to that of the other two networks combined. *TV Bloopers* got NBC off to a strong start for the evening, averaging a 19.7/30 and tying with CBS's *Murder, She Wrote* for the fifth-ranked show of the week.
- NBC's regular Tuesday lineup of *A-Team, Riptide* and *Remington Steele* delivered its usual victory.
- ABC won every half-hour Wednesday with its regular lineup of *Fall Guy, Dynasty* and *Hotel.* And ABC's *Fall Guy,* as it has five out of seven times, beat NBC's *Highway To Heaven.*
- Although CBS won Thursday, *Magnum, P.I.* had its worst performance of the past nine weeks, averaging a 16/30 and ranking 25th out of 68 programs. And although it came in second NBC also had a disappointing night; its entire regular lineup of *The Cosby Show, Family Ties, Cheers, Night Court* and *Hill Street Blues* experienced its lowest ratings of the season.
- CBS won Friday based on the strength of its 9-11 schedule with *Dallas* and *Falcon Crest.* ABC captured the 8-9 period with its back-to-back comedies of *Benson* and *Webster,* and NBC's *V* for the second time in the past four weeks overtook CBS's *Dukes of Hazzard.*
- ABC's Saturday victory was based on a two-hour *Love Boat* special which averaged a 16.7/30. But it was a tie between ABC and CBS between 8 and 9 as ABC's *T.J. Hooker* and CBS's *Airwolf* both pulled a 12.8/22. However, NBC won the period by two-and-a-half share points with its back-to-back comedies *Diff'rent Strokes* and *Gimme a Break.*
- ABC snatched a traditional Sunday victory from CBS by scheduling the special *Ewok Adventure,* which outperformed CBS and NBC by nearly 10 share points at 8 pm.

Rank	Show	Network	Rating/Share
1.	Fatal Vision, part 2	NBC	32.7/49
2.	The Ewok Adventure	ABC	24.9/36
3.	Dynasty	ABC	24.3/38
4.	60 Minutes	CBS	23.0/35
5.	Dallas	CBS	22.6/38
6.	Hotel	ABC	21.2/36
7.	A Team	NBC	20.2/31
8.	TV Bloopers & Prac. Jokes	NBC	19.7/30
9.	Murder, She Wrote	CBS	19.7/29
10.	Simon & Simon	CBS	19.5/34
11.	Falcon Crest	CBS	18.8/34
12.	Jeffersons	CBS	17.4/25
13.	Johnny Carson Special	NBC	17.3/29
14.	Hardcastle & McCormick	ABC	17.3/29
15.	Riptide	NBC	17.2/27
16.	Scarecrow & Mrs. King	CBS	17.0/26
17.	Funniest Commercial Goofs	ABC	16.8/26
18.	Bill Cosby Show	NBC	16.7/32
19.	Love Boat	ABC	16.7/30
20.	Alice	CBS	16.6/24
21.	Fall Guy	ABC	16.5/27
22.	Knots Landing	CBS	16.3/30
23.	Benson	ABC	16.3/28
24.	Webster	ABC	16.1/27
25.	Magnum, P.I.	CBS	16.0/30
26.	Trapper John, M.D.	CBS	15.9/27
27.	Remington Steele	NBC	15.8/28
28.	Hill Street Blues	NBC	15.7/29
29.	Facts of Life	NBC	15.7/24
30.	Family Ties	NBC	15.3/28
31.	Conan the Barbarian	NBC	15.2/26
32.	The Vegas Strip War	NBC	15.2/22
33.	Football, Pitt. vs. New Orl.	ABC	15.1/25
34.	Charlie Brown Thanksgiving	CBS	15.0/23
35.	Highway to Heaven	NBC	14.9/25
36.	Three's a Crowd	ABC	14.9/23
37.	V	NBC	14.8/25
38.	Cheers	NBC	14.4/25
39.	Who's the Boss?	ABC	14.4/22
40.	Kate & Allie	CBS	14.2/21
41.	Diff'rent Strokes	NBC	14.1/25
42.	Bugs Bunny Speical	CBS	14.1/21
43.	Newhart	CBS	14.0/20
44.	Ripley's Believe It or Not	ABC	13.8/21
45.	Night Court	NBC	13.6/24
46.	It's Your Move	NBC	13.5/21
47.	Gimme a Break	NBC	13.3/23
48.	Cagney & Lacey	CBS	13.2/20
49.	Charles in Charge	CBS	13.0/22
50.	Matt Houston	ABC	12.9/23
51.	Airwolf	CBS	12.8/22
52.	T.J. Hooker	ABC	12.8/22
53.	Dukes of Hazzard	CBS	12.7/22
54.	Mike Hammer	CBS	12.7/22
55.	St. Elsewhere	NBC	12.7/22
56.	20/20	ABC	12.6/23
57.	For Love or Money	CBS	12.4/20
58.	Paper Dolls	ABC	12.1/21
59.	Punky Brewster	NBC	12.0/18
60.	E/R	CBS	11.9/19
61.	Cover-Up	CBS	11.8/22
62.	Call to Glory	ABC	11.7/19
63.	Hawaiian Heat	ABC	10.8/18
64.	Baron & the Kid	CBS	10.4/17
65.	Silver Spoons	NBC	10.2/16
66.	Arthur	ABC	10.1/18
67.	Nat'l Off the Wall Poll	NBC	10.1/17
68.	Partners in Crime	NBC	8.6/16

*indicates premiere episode

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and Arnlund Broadcasting. By letter.

ALJ Joseph Chackin made the following decision:

Galveston, Tex. (Marr Broadcasting Co. and San Jacinto Broadcasting Corp.) FM Proceeding—Granted motion by San Jacinto to enlarge issue to extent of adding directional antenna issue against Marr. By MO&O.

ALJ John M. Frysiak made the following decisions:

Maywood-Chicago, Ill. (Midway Broadcasting Co.) AM Proceeding—Granted motion by Publimet Broadcasting Co. and dismissed its app. with prejudice. By order, Nov. 13.

Temple, Tex. (Temple Broadcasting Co.) FM Proceeding—Granted motion by MCB Broadcasting of Texas, Inc. and dismissed its app. with prejudice. By order, Nov. 15.

ALJ Joseph P. Gonzalez made the following decisions:

Bakersfield, Calif. (Rose Development Co.) FM Proceeding—Granted motion for summary decision by Rose and resolved city coverage issue in its favor. By MO&O, Nov. 14.

High Springs, Fla. (High Springs Television Inc., and Christian Channel/Ro-Mar Communications Inc.) TV Proceeding—By separate orders, granted in part motion by High Springs to add issues against Christian Channel including, among other things, misrepresentation, fraud, moral terptitude, tax evasion and/or basic comparative qualifications. Granted motion for summary decision by High Point and resolved mileage separation issue in its favor.

Jacksonville, Tex. (George Edward Gunter and Kirk Broadcasting Co.) FM Proceeding—By separate orders, granted motion for summary decision by George Gunter and resolved financial issue in his favor; granted in part summary decision by Kirk and resolved air hazard issue in its favor, and on Judge's own motion, amended antenna site/misrepresentation issue to include determination if Kirk had assurance of availability of its antenna site and the effect on its basic comparative qualifications. By MO&O, Nov. 8 and 9.

Charlottesville, Va. (Locus Poenitentiae Television Center and Charlottesville, 64 Ltd.) TV Proceeding—Granted motions by Charlottesville 64 and Locus to dimiss app.'s with prejudice and terminated proceeding. By order, Nov. 14.

ALJ Byron E. Harrison the following decision:

Panama City, Fla. (WANM Inc.) FM Proceeding—Granted motion for joint settlement agreement by WANM; BayMedia Inc.; Sun Broadcasters, and Panama City Radio Ltd. Granted BayMedia's app. with new stock ownership 50% WANM and 50% BayMedia, dismissed other app.'s with prejudice and terminated proceeding. By MO&O, Nov. 16.

ALJ Walter C. Miller the following decisions:

Maurice, La. (Mercury Broadcasting Co.) FM Proceeding—Granted motion to dismiss by Walton Broadcasting Inc. and dismissed it app. with prejudice and terminated proceeding. By order, Nov. 16.

Cleveland, Tenn. (Silvey-Towe Television) TV Proceeding—By separate orders, granted motion for summary decision by Cleveland Community Television Ltd. and resolved short-spacing issue in its favor. Granted motion to withdraw by Phillip B. George and dismissed his app. with prejudice. By MO&O, Nov. 9 and 14.

Paris, Tex. (The Gene Sudduth Co.) FM Proceeding—Granted motion to dismiss by Lamar County Broadcasting and dismissed Earlyne G. Lund's app. with prejudice. By MO&O, Nov. 16.

ALJ Joseph Stirmer made the following decisions:

Prescott Valley, Ariz. (Gary and Berta Frank) FM Proceeding—By separate orders, granted motion to withdraw by Mary Murphy and dismissed her app. with prejudice. Granted joint request for settlement agreement and granted Prescott's app. with new stock ownership (50% Frank and 50% Prescott), dismissed Franks' app. with prejudice and terminated proceeding. By order, Nov. 9, and by MO&O, Nov. 16.

Nicholasville and Bonnyman, Ky., and Cedar Bluff, Va. (Cumberland Valley Communications) AM Proceeding—By separate orders, granted motion for summary decisions by Cedar Bluff Broadcasting Co., and resolved main studio and air hazard issues in its favor. Granted joint request for settlement agreement by Cedar Bluff, Black Gold Broadcasting (Bonnyman) and Cumberland (Nicholasville). Granted agreement changing frequency for Black Gold and returned it to processing line. Granted app.'s of Cumberland for new AM in Nicholasville, Ky.; Cedar Bluff for new AM in Cedar Bluff, Va., and terminated proceeding. By MO&O Nov. 16.

Belmont, N.C. (Scott Niesler) TV Proceeding—Granted motion for summary decision by Metro Broadcasting Ltd. and resolved air hazard issue in its favor. By MO&O Nov. 19.

ALJ James F. Tierney made the following decision:

Cortland and Warren, Ohio (Courtland Broadcasting Co. and Geri Taczak Media Inc.) AM Proceeding—Granted joint request for settlement agreement, dismissed Taczak's app. with prejudice, granted Courtland's app. and terminated proceeding. By MO&O Nov. 16.

Call Letters

Applications

Call	Sought by
	New TV
KIIU-TV	John R. Powley, Logan, Utah
	Existing AM's
KSML	KYOR James Mace, Globe, Ariz.
KIBS	KBOV Great Country Broadcasting, Bishop, Calif.
KHSP	KVVQ Kenneth B. Orchard, Hesperia, Calif.
WRSG	WXZE 5-Star Media Inc., Sylvester, Ga.
	Existing FM's
KIOQ-FM	KIBS Great Country Broadcasting, Bishop, Calif.
KVVQ	KVVQ-FM Kenneth B. Orchard, Victorville, Calif.
WVOC	WNKS Aylett B. Coleman, Columbus, Ga.
KMFL-FM	KMMO-FM Missouri Valley Broadcasting, Marshall, Mo.
WWBD-FM	WWLT Viking Broadcasting Corp., Bamberg, S.C.
KAUA	KOBR William W. Fulgham, Freer, Tex.
	Existing TV's
KZAZ	KMSB Mountain States Broadcasting, Nogales, Ariz.
WTMB-TV	WVCX-TV Wisconsin Voice of Christian Youth Inc., Tomah, Wis.

Summary of broadcasting
as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	561
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Grants

Call	Assigned to
	New AM
KWPN	Kelly Communications Inc., West Point, Neb.
	New FM's
WLJA	Lee Broadcasting Co. Inc., Ellijay, Ga.
WITK	Sunnie G. Silverman, Belfast, Me.
*WUDD	Claremont Educational Workshop Inc., Claremont, N.C.
*KHHF	South Texas Educational Broadcasting Council, Victoria, Tex.
	New TV's
*KITU	Believers Television Outreach, Beaumont, Tex.
WHMS	Harry Anglin, Danville, Va.
	Existing AM's
WWJZ	WUEZ Emet Broadcasting Co. of Florida Inc., Sanford, Fla.
KJOE	KLMB McCright Broadcasting, Shreveport, La.
KEHG	KKCQ North Country Broadcasting Inc., Fosston, Minn.
WGUF	WAIZ Caravelle Broadcast Group of Mississippi, Gulfport, Miss.
KLYC	KNFL Sunstar Communications Group, Laurel, Mont.
WBUY	WLXN Davidson County Broadcasting, Lexington, N.C.
WJQI	WNOS James Eugene Hodges, New Bern, N.C.
WPBM	WKLL Community Broadcast Associates, Aiken, S.C.
KSET	KALY Dunn Broadcasting Co., El Paso Tex.
WPUV	WPSK Radiox Inc., Pulaski, Va.
	Existing FM's
WWJF	WJQY The Tremont Group Limited, Fort Lauderdale, Fla.
*WHRS-FM	*WXEL South Florida Public Telecommunications Inc., West Palm Beach, Fla.
KIDQ	KUUB Sundance Broadcasting Inc., Boise, Idaho
WKSI	WDRW Eldorado Broadcasting Corp., Eldorado, Ill.
KLRF	KFFX Emporia Broadcasting Inc., Emporia, Kan.
KEHG-FM	KKDQ North Country Radio Inc., Fosston, Minn.
WGUF-FM	WQFX Caravelle Broadcast Group of Mississippi, Gulfport, Miss.
WLXN	WBUY Davidson County Broadcasting, Lexington, N.C.
KTEN-FM	KTLS Oklahoma Broadcasting Co., Ada, Okla.
WPBM-FM	WJFX Community Broadcast Associates, Aiken, S.C.
KCCG-FM	KSEM-FM Triple R. Broadcasting Inc., Seminole, Tex.
	Existing TV's
*WHRS-TV	*WXEL-TV South Florida Public Telecommunications Inc., West Palm Beach, Fla.
WKSV-TV	WVJV-TV Channel 66 Associates Limited Partnership, Marlborough, Mass.
KBJH	KTCT KBJH Inc., Tulsa, Okla.

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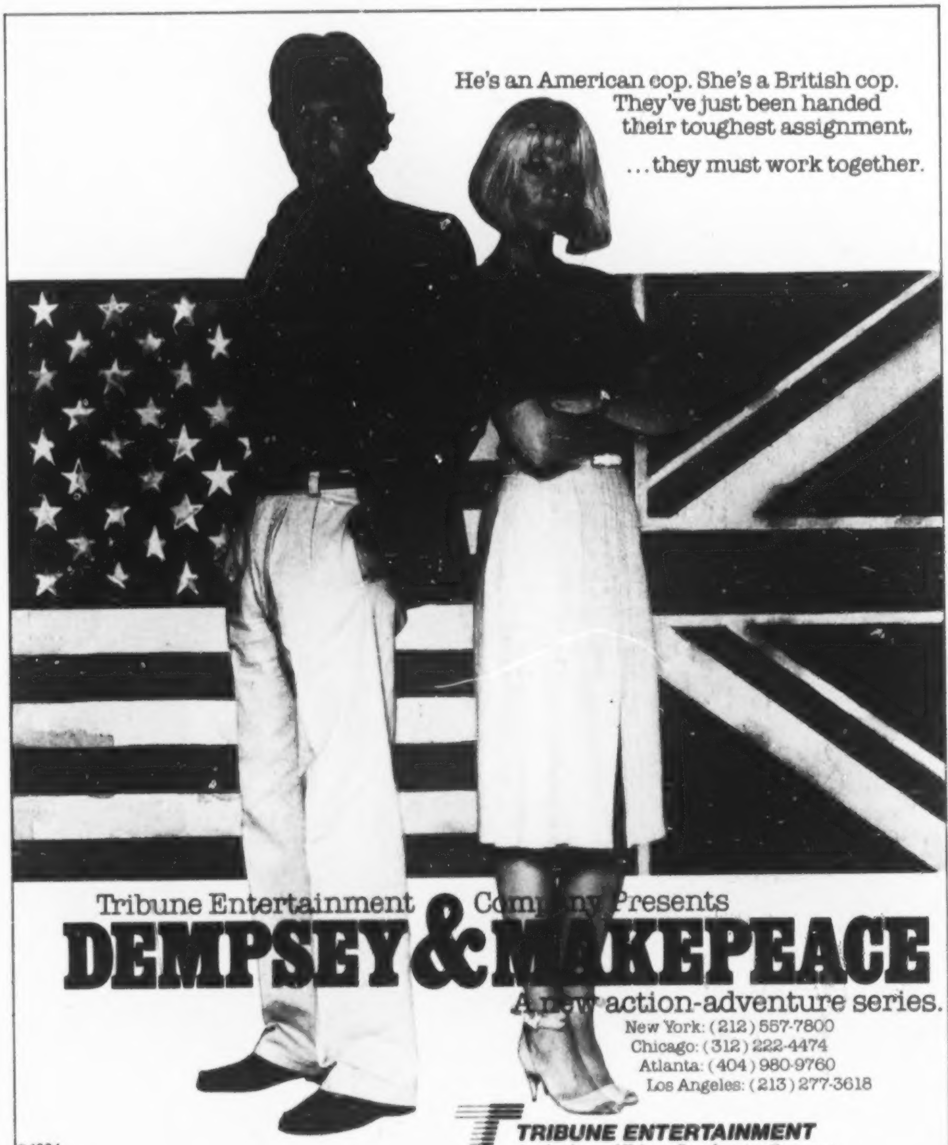
The Fifth Estate

Broadcasting ϟ Dec 10



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54th Year 1984

A requiem for the new media

Vol. 107 No. 24

Broadcasting ▱ Dec 10

Wall-to-Wall on Western Cable and RTNDA
Tolling the bells for new media

WESTERN CABLE □ General outlook for cable remains bullish, according to industry representatives gathered in Anaheim, Calif., for Western Cable Show. Concerns over Cable Communications Policy Act, copyright legislation contribute to subdued tone of meeting. BROADCASTING's extensive convention coverage begins on **PAGE 31.**

NEWS GATHERERS GATHERING □ In speeches and sessions, Annual Radio-Television News Directors Association convention in San Antonio addresses number of issues affecting news media. Topics include election day polling, libel suits. NBC's Grossman lauds local news; ABC's Donaldson says Reagan is keeping his distance from press. Coverage begins on **PAGE 36.**

PULLING THE PLUG □ A new set of initials, RIP, may replace many familiar ones in the new media mix as competitors to traditional broadcast and cable delivery find no firm footholds in the Fifth Estate. In this wide-ranging special report, BROADCASTING talks with executives from within and outside the media involved, and with financial analysts who follow media fortunes. The result is a blow-by-blow account of what put some new communications contenders on the ropes and others on the canvas. **PAGES 43-70.**

SWEEPS □ Arbitron, Nielsen, disagree over winners in number of markets, according to station-compiled averages of overnight metered ratings. Final tabulations should begin going to stations early this week. **PAGE 74.**

ACE HIGH □ National Cable Television Association honors its best and brightest at the 6th annual ACE awards ceremony in Los Angeles. **PAGE 82.**

HEAD TO HEAD □ United States Football League Commissioner Chet Simmons tells New York chapter of National Academy of Television Arts and Sciences that switch to fall schedule is move to get rights deal from two broadcast networks. **PAGE 84.**

STEP FORWARD □ National Commission on Working Women annual review gives good marks to television's portrayal of women, citing more women characters, more minorities, focus on issues of interest to women. **PAGE 84.**

THE GOOD FIGHT □ Stepping up its campaign against alcohol and other drug abuse, the National Association of Broadcasters has made available package of 26 PSA's to commercial stations. **PAGE 88.**

CABLE REVISION □ FCC launches rulemaking to bring its rules in line with Cable Communications Policy Act of 1984; grants conditional go-ahead to four DBS applicants. **PAGE 93.**

BEG PARDON □ United Kingdom objects to Region 2 DBS satellite proposal. Members of U.S. delegation in London for talks about scheduled World Administrative Radio Conference on space systems say concerns do not pose "serious problems." **PAGE 95.**

MAKEOVER □ Third-place *CBS Morning News* gets facelift with format change to magazine style and addition of Phyllis George as co-anchor. **PAGE 97.**

DIVIDENDS □ FCC Commissioner Dennis Patrick, a transplanted southern Californian, finds the banks of the Potomac hold his political fortunes. **PAGE 119.**

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the service—when compared to November 1983. The station recently fired its third news director in two years after six months on the job (BROADCASTING, Dec. 3).

All three affiliates carry the network newscasts at 6:30, but when the stations take over again at 7 for a full hour of prime access it becomes a three-way race for second place.

KYW-TV picks up momentum with *People's Court* at 7-7:30, averaging a 10.2/17 in Arbitron and a 9.3/16 in Nielsen. WCAU-TV, with *Entertainment Tonight* opposite *People's Court*, recorded a 9.8/17 in Arbitron and a 9.2/16 in Nielsen. The second of two back-to-back episodes of *M*A*S*H* at 7-7:30 delivered WTAF-TV a 10.1/17 in Arbitron and a 9.9/17 in Nielsen.

But again WPVI-TV is out front in access with *Tic Tac Dough* at 7-7:30, recording a 16.8/28 in Arbitron and a 13.2/23 in Nielsen (down two and six share points, respectively, compared to last year). WPVI-TV widens its margin at 7:30-8 with *Wheel of Fortune*,

CBS makes it 10 in a row

With two Sunday night specials among the top 10 ranked shows of the week, CBS won the 10th week of the 1984-85 prime time season by 1.9 rating points over second-place NBC and 3.7 rating points over ABC. For the week ended Dec. 2, CBS averaged an 18.4 rating and 29 share while NBC averaged a 16.5/26 and ABC averaged a 14.7/23.

It was also a week for low-rated pilots and the premiere of new backup series. ABC aired two pilots, *Never Again* and *Mr. Mom*, on Friday (Nov. 30) that were not burned off during the summer and both were among the five lowest-rated shows of the week. NBC's repair job on Saturday night brought it the 59th and 55th ranked programs, respectively: the returning and revamped *Double Trouble* at 8:30-9 and the premiere of *Spencer*, at 9:30-10.

CBS had six of the top 10 shows, NBC had three and ABC one. Three of the top 10 were not regular series. The top-rated show was CBS's *Kenny Rogers and Dolly Parton Christmas* special on Sunday (Dec. 2), which pulled a 27.5/38, and a *Circus of the Stars* special following it earned a 25.1/37 and ranked fourth for the week. Forty-seven minutes of NFL football, which ran over into prime time on Sunday, also slipped into the top 10, averaging a 22.3/34 on NBC.

CBS won Thursday, Friday and Sunday; NBC took Monday and Tuesday; ABC won Wednesday and Saturday. The highest-rated night of the week was Sunday on CBS, which averaged a 25.3/38 at 8-11 (NYT).

The combined network rating/share totaled 49.6/78; down 2.4 rating points and off one share point compared to the corresponding week a year ago (Nov. 28-Dec.4, 1983). HUT levels were 63.8 this year and 65.6 last year, a drop of 3%.

Highlights of the week, night by night:

□ NBC maintained its lead the entire evening, beginning with *Television Bloopers & Practical Jokes* and running through its made-for-TV Monday night movie, *Rearview Mirror*. ABC's *Call to Glory* in the 8-9 period averaged an 11.1/17, its lowest of 13 episodes. In the see-saw battle between *Bloopers* and *Scarecrow & Mrs. King*, *Bloopers* took the period by three share points over *Scarecrow*.

□ NBC's regular Tuesday lineup of *A-Team, Riptide* and *Remington Steele* gave that network its usual Tuesday victory. ABC came in second at 8-9 with *Three's a Crowd* and *Who's the Boss?* performing a share point above their season-to-date averages against a *Heroes and Sidekicks* special on CBS. But ABC, which came in third for the night, progressively lost ground over the course of the evening until *Paper Dolls* ended up with an average 9.9/17, its lowest rating yet.

□ ABC won Wednesday with both *Dynasty* and *Hotel* achieving some of their highest ratings of the season. NBC's *Highway to Heaven* beat *The Fall Guy* on ABC in the 8-9 time period, but—at 18.1/28—it was *Highway*'s poorest rating yet. The CBS Wednesday night movie, a TV movie titled *Death Hunt*, averaged an 11.8/19 and was 57th out of 69 ranked shows for the week.

□ With two shows in the top 10 and another just outside, CBS managed to beat out NBC's highest-rated Thursday night of the season. A repeat of the first episode of *The Cosby Show* achieved a 23.2/35—its best performance to date—followed by a record 21.5/32 for *Family Ties*, which led into the second-highest ratings of the season for *Cheers* and *Hill Street Blues*. CBS's *Simon & Simon* also set a record for the season.

□ CBS won Friday although it lost the 8-9 period with *Dukes of Hazzard* to both ABC and—by two-tenths of a rating point—to NBC. *Benson* and *Webster* at a 29 share each had their best performances of the season and NBC's *V* for the second consecutive week beat *Dukes* on CBS. However, ABC's 29 share lead-in generated by its 8-9 comedy block was not enough to boost the sampling above a 16 share for *Never Again* and *Mr. Mom*, two comedy pilots left over from the spring selection. CBS's *Dallas*—as has been the case four weeks out of the past 10—was the top-rated series of the week, although its 25.9 rating was its lowest this season.

□ ABC squeezed a Saturday night victory over CBS by three-tenths of a rating point. NBC lost the 8-9 block of *Diff'rent Strokes* and *Double Trouble* to a *Rudolph the Red-Nosed Reindeer* special on CBS and, for the first time this season, even came in behind *T.J. Hooker* on ABC. NBC's *Gimme a Break* in its new 30-minute later time period behind *Double Trouble* performed about average. ABC's *Finder of Lost Loves* at 10-11 outperformed its season average by one rating point.

□ CBS glided to its usual Sunday victory with all three of its shows—*60 Minutes* plus two specials—ranking in the top 10. *Hardcastle & McCormick* on ABC and *Knight Rider* on NBC along with each network's respective movie period all performed significantly below season-to-date levels.

Rank	Show	Network	Rating/Share
1.	Kenny & Dolly: Xmas Special	CBS	27.5/38
2.	Dallas	CBS	25.9/41
3.	Dynasty	ABC	25.2/38
4.	Circus of the Stars	CBS	25.1/37
5.	Simon & Simon	CBS	24.5/37
6.	60 Minutes	CBS	23.6/35
7.	Bill Cosby Show	NBC	23.2/35
8.	A-Team	NBC	22.8/34
9.	Football, 7-7:45 p.m.	NBC	22.3/34
10.	Magnum, P.I.	CBS	21.6/32
11.	Family Ties	NBC	21.5/32
12.	Knots Landing	CBS	21.4/36
13.	Falcon Crest	CBS	21.1/[illegible]
14.	Hotel	ABC	21.0/35
15.	Cheers	NBC	20.5/30
16.	Rearview Mirror	NBC	19.9/30
17.	Riptide	NBC	19.5/29
18.	TV Bloopers & Prac. Jokes	NBC	19.1/28
19.	Hill Street Blues	NBC	18.9/32
20.	Kate & Allie	CBS	18.7/27
21.	Webster	ABC	18.1/29
22.	Highway to Heaven	NBC	18.1/28
23.	Newhart	CBS	18.0/28
24.	Night Court	NBC	17.9/27
25.	Football, N.Y. Jets vs. Miami	ABC	17.7/29
26.	Benson	ABC	17.5/29
27.	Remington Steele	NBC	17.1/29
28.	A Touch of Scandal	CBS	17.0/27
29.	Scarecrow & Mrs. King	CBS	17.0/25
30.	Cagney & Lacey	CBS	16.9/27
31.	Fall Guy	ABC	16.8/26
32.	Rudolph Red-Nosed Reindeer	CBS	16.2/27
33.	Facts of Life	NBC	16.1/25
34.	Three's a Crowd	ABC	15.9/24
35.	Who's the Boss?	ABC	15.3/23
36.	Love Boat	ABC	15.1/25
37.	Finder of Lost Loves	ABC	14.8/27
38.	Fort Apache: The Bronx	NBC	14.7/22
39.	Escape From Alcatraz	ABC	14.4/22
40.	Funniest Joke Ever Heard #2	ABC	14.4/21
41.	Gimme a Break	NBC	14.2/24
42.	T.J. Hooker	ABC	14.2/24
43.	It's Your Move	NBC	14.0/21
44.	Knight Rider	NBC	14.0/19
45.	Cover-Up	CBS	13.9/25
46.	Miami Vice	NBC	13.9/24
47.	Hardcastle & McCormick	ABC	13.9/19
48.	V	NBC	13.6/22
49.	St. Elsewhere	NBC	13.4/23
50.	Dukes of Hazzard	CBS	13.4/22
51.	Charles in Charge	CBS	13.2/21
52.	Hunter	NBC	13.1/21
53.	Mike Hammer	CBS	13.0/22
54.	Diff'rent Strokes	NBC	12.6/22
55.	Spencer	NBC	12.1/20
56.	Football, Wash. vs. Minn.	ABC	11.8/20
57.	Death Hunt	CBS	11.8/19
58.	Matt Houston	ABC	11.4/19
59.	Double Trouble	NBC	11.3/19
60.	E/R	CBS	11.3/17
61.	Call to Glory	ABC	11.1/17
62.	Heroes & Sidekicks	CBS	11.0/17
63.	Punky Brewster	NBC	10.8/16
64.	Ripley's Believe It or Not	ABC	10.5/16
65.	20/20	ABC	10.4/16
66.	Mr. Mom	ABC	10.1/16
67.	Never Again	ABC	10.0/16
68.	Paper Dolls	ABC	9.9/17
69.	Partners in Crime	NBC	9.3/17

*indicates premiere episode

transmitter by remote control. Action Nov. 14.

■ KEZY (1190 khz) Anaheim, Calif.—Granted app. to increase night power to 2.5 kw; change night TL, and make changes in ant. sys. Action Nov. 21.

■ KIEV (870 khz) Glendale, Calif.—Granted app. to operate transmitter by remote control. Action Nov. 16.

■ WLTH (1370 khz) Gary, Ind.—Granted app. to operate transmitter by remote control. Action Nov. 16.

■ WBUL (1470 khz) Fort Knox, Ky.—Returned app. to change city of lic. to Shepherdsville, Ky.; increase power to 5 kw; change TL, and make changes in ant. sys. Action Nov. 26.

■ WRUS (610 khz) Russellville, Ky.—Granted app. to add night service with 500 w; change TL, and make changes in ant. sys. Action Nov 21.

■ WTHU (1450 khz) Thurmont, Md.—Granted app. to increase night power to 400 w. Action Nov. 19.

■ WJDQ (1240 khz) Meridian, Miss.—Granted app. to change TL and make changes in ant. sys. Action Nov. 16.

■ WJTN (1240 khz) Jamestown, N.Y.—Granted app. to increase night power to 500 w. Action Nov. 20.

■ WKIP (1450 khz) Poughkeepsie, N.Y.—Granted app. to increase night power. Action Nov. 19.

■ WNYR (990 khz) Rochester, N.Y.—Granted app. to make changes in ant. sys. Action Nov. 27.

■ WLVQ (96.3 mhz) Columbus, Ohio—Granted app. to operate formerly authorized facilities as aux. Action Nov. 26.

■ WOSU (820 khz) Columbus, Ohio—Granted app. to add night service with 1 kw and make changes in ant. sys. Action Nov. 20.

■ WGFW (1580 khz) Morovis, P.R.—Granted app. to operate transmitter by remote control. Action Nov. 21.

■ KCTI (1450 khz) Gonzales, Tex.—Granted app. to increase day power to 1 kw. Action Nov. 26.

FM's

■ WKXX (106.9 mhz) Birmingham, Ala.—Granted app. to change HAAT to 993 ft. Action Nov. 20.

■ WKMX (106.7 mhz) Enterprise, Ala.—Granted app. to change HAAT to 1,068.3 ft. Action Nov. 27.

■ WBLX (92.9 mhz) Mobile, Ala.—Granted app. to change TL; change ERP to 10 kw, and change HAAT to 1,598 ft. Action Nov. 27.

■ KSNA (107.5 mhz) Anchorage—Granted app. to change TL and change HAAT to minus 295 ft. Action Nov. 26.

■ KWHL (106.5 mhz) Anchorage—Granted app. to change HAAT to minus 89 ft. Action Nov. 5.

■ KLLY (95.3 mhz) Oildale, Calif.—Granted app. to change ERP to 2.2 kw and change HAAT to 346 ft. Action Nov. 20.

■ KALF (95.7 mhz) Red Bluff, Calif.—Granted app. to change TL; change ERP to 7 kw, and change HAAT to 1,265 ft. Action Nov. 19.

■ KCRP (105.5 mhz) Rosamond, Calif.—Dismissed app. to change TL and change HAAT to 328 ft. Action Nov. 23.

■ KZFR (103.1 mhz) South Lake Tahoe, Calif.—Accepted app. for filing to change ERP to 3.1 kw. Action Oct. 19.

■ KSEQ (97.1 mhz) Visalia, Calif.—Granted app. to change ERP to 23 kw and change HAAT to 682 ft. Action Nov. 20.

■ WSOR (95.3 mhz) Fort Myers, Fla.—Granted app. to change HAAT to 328 ft. Action Nov. 23.

■ WLVE (93.9 mhz) Miami Beach, Fla.—Granted app. to change SL to 194 NW 187th St., Miami. Action Nov. 16.

■ WAJX (98.3 mhz) Titusville, Fla.—Granted app. to change HAAT to 328 ft. Action Nov. 27.

■ WKMD (94.3 mhz) Loogootee, Ind.—Granted app. to change TL; change ERP to 1.8 kw, and change HAAT to 426.4 ft. Action Nov. 27.

■ WNSN (101.5 mhz) South Bend, Ind.—Granted app. to change ERP to 13 kw. Action Nov. 27.

■ WMMQ (92.7 mhz) Charlotte, Mich.—Granted app. to change ERP to 1.3 kw and change HAAT to 483 ft. Action Nov. 27.

■ WHER (103.7 mhz) Hattiesburg, Miss.—Granted app. to change TL; change HAAT to 993.84 ft., and make changes in ant. sys. Action Nov. 19.

■ WNSL (100.3 mhz) Laurel, Miss.—Granted app. to change TL and change HAAT to 325 ft. Action Nov. 19.

■ *KOPN (89.5 mhz) Columbia, Mo.—Dismissed app. to change TL; change ERP to 20 kw, and change HAAT to 219 ft. Action Nov. 23.

■ WAXC (92.1 mhz) Wapakoneta, Ohio—Granted app. to change TL; change HAAT to 328 ft., and make changes in ant. sys. Action Nov. 27.

■ KTNC-FM (95.3 mhz) Falls City, Neb.—Granted app. to change TL; change HAAT to 970 ft., and make changes in ant. sys. Action Nov. 23.

■ *WMNJ (88.9 mhz) Madison, N.J.—Granted app. to change ERP to 0.1 kw. Action Nov. 16.

■ WKGL-FM (92.7 mhz) Middletown, N.Y.—Granted app. to change ERP to 3 kw. Action Nov. 26.

■ WXRC (95.7 mhz) Hickory, N.C.—Granted app. to change TL and change HAAT to 1,275.92 ft. Action Nov. 20.

■ WYCQ (102.9 mhz) Shelbyville, Tenn.—Dismissed app. to change TL; change ERP to 100 kw; change HAAT to 1,150 ft., and make changes in ant. sys. Action Nov. 20.

■ KTXQ-FM (102.1 mhz) Fort Worth—Granted app. to install aux. ant. Action Nov. 26.

■ KZRQ (92.1 mhz) Seabrook, Tex.—Granted app. to change ERP to 1.4 kw. Action Nov. 27.

■ KRGO-FM (107.9 mhz) Roy, Utah—Granted app. to install new transmission sys. Action Nov. 21.

■ WAVA (105.1 mhz) Arlington, Va.—Granted app. to change HAAT to 541 ft.; change ERP to 41 kw, and make changes in ant. sys. Action Nov. 27.

■ KHIT (106.9 mhz) Bremerton, Wash.—Accepted app. for filing to change ERP to 95.8 kw and change HAAT to 1,494 ft. Action Oct. 2.

■ KLYK (105.5 mhz) Longview, Wash.—Granted app. to change ERP to 0.316 kw. Action Nov. 26.

■ KOTB (106.3 mhz) Evanston, Wyo.—Accepted app. for filing to make changes in ant. sys. Action Nov. 20.

TV's

■ *WCAE (ch. 50) Gary, Ind.—Granted app. to change ERP to vis. 1,227 kw, aur. 122.7 kw; change HAAT to 1,007, and change TL. Action Nov. 21.

■ KTDZ (ch. 24) Portland, Ore.—Granted app. to change HAAT to 1,785 ft.; change TL, and make changes in ant. sys. Action Nov. 26.

■ *WHRO-TV (ch. 15) Hampton-Norfolk, Va.—Granted app. to change ERP to vis. 2,748 kw, aur. 274.8 kw; change HAAT to 968 ft., and make changes in ant. sys. Action Nov. 19.

Summary of broadcasting
as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	561
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	*Sought by*
	New FM
WKLJ	Oxford Radio, Oxford, Miss.
	New TV
WVUW	Housatonic Broadcast Co., Pittsfield, Mass.
	Existing AM
KRNN	KBUC KSDR Inc., San Antonio
	Existing FM's
*WTCE	WSMC-FM Southern College of Seventh-day Adventists, Collegedale, Tenn.
KATI-FM	KAWY Mountain West Broadcasting Inc., Casper, Wyo.
	Existing TV
WMVP	WSCT TV56 Ltd., Melbourne, Fla.

Grants

Call	*Assigned to*
	New AM
KCKX	Elizabeth I. Wamsley, Stayton, Ore.
	New FM's
KGAP	Southwestern Broadcasting Co., Gurdon, Ark.
KRBZ	Tusayan Broadcasting Co., Tusayan, Ariz.
KSJT-FM	La Unica Broadcasting Co., San Angelo, Tex.
	New TV
KTRG	TRG Broadcasting Systems Inc., Jacksonville, Tex.
	Existing AM's
WGTT	WQMS Metrosouth Broadcasting Inc., Alabaster, Ala.
WRJR	WNIZ Lake County Broadcasting Co., Zion, Ill.
WDJO	WMLX DKM Broadcasting Corp., Cincinnati
WIEZ	WMRF Mifflin County Broadcasting Co., Lewistown, Pa.
WPRQ	WIKV David T. Murray, Colonial Heights, Tenn.
WRHX	WVBK United Communications Corp., Herndon, Va.
KARR	KGAA Pro Circuit Inc., Kirkland, Wash.
	Existing FM's
WRJM	WIGC Shelly Broadcasting Co., Troy, Ala.
KJJZ	KQTA Pillar Mountain Broadcasters Inc., Kodiak, Alaska
WSSP	WRKT-FM Cocoa Beach Broadcasting Co., Cocoa, Fla.
WNKS	WVOC Aylett B. Coleman, Columbus, Ga.
WNNK_FM	WTPA_FM Keymarket Communications of Pennsylvania Inc., Harrisburg, Pa.
WVHT	WDNE-FM Marja Broadcasting Corp., Elkins, W. Va.
	Existing TV
WHOI	WRAU-TV Forward of Illinois Inc., Peoria, Ill.

01750-1

The Fifth Estate

Broadcasting Dec 17

Katz. The best.

54th Year 1984

12-12-12: political deal

Vol. 107 No. 25

Broadcasting Dec 17

Breakthrough for 12-12-12: 25% cap; UHF, minority discounts
Agribroadcasting: big business down on the farm
Fannon becomes president of NAPTS

DEAL ON 12-12-12 □ Congressional and FCC parties come to agreement on television portion of multiple ownership rules: a 25% cap on group ownership with discounts for UHF and minority interests. **PAGE 35.**

RADIO FALLOUT □ Broker predictions indicate that there is no land rush for radio stations after FCC lifted multiple ownership rules. **PAGE 36.**

IN CHARGE □ Peter Fannon chosen as new president of National Association of Public Television Stations. **PAGE 37.**

SPLIT DECISION □ Eleven-member appeals court splits 6-5 on Evans and Novak libel case. Judges wrestle with sorting differences between fact and opinion. **PAGE 38.**

HIGH PRICES □ Too few and too costly decoders force NBC out of teletext market. **PAGE 40.**

TAKING STOCK □ Paine Webber media conference features speakers discussing 1985 advertising predictions, future of broadcasting and cable. **PAGE 41.**

FERTILE FIELD □ Keeping the agricultural community informed is an important service of the Fifth Estate, and the stations serving those areas have kept farm broadcasting a growing concern. In this Special Report, BROADCASTING examines the role of the farm broadcaster and looks at the agricultural advertising that contributes to stations' revenue harvests. **PAGES 47-62.**

ON TO THE FCC □ Commission to launch inquiry and rulemaking on international satellite competitors to Intelsat. **PAGE 68.**

BACK IN THE GAME □ Chuck Barris returns to producing game shows after four-year absence. **PAGE 80.**

PM WAKE UP □ Group W Productions launches $1.2-million campaign to boost *PM Magazine* through advertising, promotion and production help. **PAGE 80.**

NEW GROUP □ CBS forms CBS Productions, consolidating theatrical films and worldwide divisions. **PAGE 82.**

ABC ALLY □ Media Access Project asks FCC to dismiss CIA's fairness doctrine complaint against ABC. **PAGE 92.**

WIRELESS IN WASHINGTON □ Group begins multichannel MDS service in nation's capital using ITFS frequencies. **PAGE 96.**

NEW NUMBERS □ Arbitron is developing new ratings book for radio. **PAGE 100.**

THROUGH THE RANKS □ John Goddard, president and CEO of Viacom Cable, grew up with hands-on experience in the medium. It has proved more than just a passing fancy. **PAGE 127.**

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particularly from overseas and the new media technologies, this consolidation of theatrical feature films and other production and marketing efforts positions us with more product for direct participation in new areas of growth," said Gene F. Jankowski, president, CBS/Broadcast Group.

Levin told BROADCASTING that the formation of the new division invites the opportunity for CBS-produced programing to appear on U.S. basic and pay cable networks. CBS, like the other networks, is prohibited by law from distributing programing in the domestic syndication market.

John Eger will continue as senior vice president, CBG Worldwide Enterprises, overseeing the marketing of a growing inventory of original programing. He will report to Levin. CBS said that Worldwide Enterprises will also continue to conduct CBG's new business development and oversee the operation of the Extravision teletext service, CBS Black Hawk Cable, and CBS Interconnects.

Jankowski also announced that Peter Lund, executive vice president of CBS Sports since April has been named president of the division. Lund joined CBS in 1977 as vice president of the CBS owned AM stations. He will report to Neal Pilson, CGB executive vice president for CBS Sports and Radio.

James McKenna, vice president and general manager of CBS Sports, meanwhile, has been named vice president and general manager, operations, East Coast, for CBS operations and engineering division. He is responsible for all "East Coast technical facilities, operations manpower and support including the CBS Broadcast Center in New York (which includes CBS News, CBS Sports, CBS Television Network and WCBS-TV. He will report to George Shannon, president of CBS Operations and Engineering. □

Advisers tagged. KIDSNET, a computerized database of children's radio and television programs, has named the first of 18 "constituency advisory committees." The broadcasting committee will be chaired by Jane Paley, director of community relations for ABC-TV. Also participating will be Joanne Brokaw, vice president for education and community services for the CBS/Broadcast Group; Rosalyn Schram, director of community relations for NBC; Ann McIntyre, national director of Nickelodeon affiliate marketing and promotions; Lucy Chudson, director of family programs for Home Box Office, and Stephanie Campbell, program director at WDCA-TV Washington. More committees are being formed to incorporate advisers from the advertising, noncommercial broadcasting, creative and medical and health industries.

KIDSNET "grew out of a notion that regulatory solutions will not solve the problem of insufficient children's programing," said Karen Jaffe, KIDSNET executive director. Said Lloyd Morrisett, president of the John and Mary Markle Foundation (which has contributed $75,000 toward research and development for KIDSNET): "We readily blame television for declines in morality and in SAT scores without recognizing that even those who deplore television implicitly admire its power as a teacher."

CBS takes another ratings week

CBS-TV notched another weekly win in the prime time ratings for the week ended Dec. 9, coming in 3.7 rating points ahead of NBC-TV and 3.1 ahead of ABC-TV. The Nielsen numbers gave CBS an 18.3 average rating and 28 average share, while ABC moved into second place for the week with a 15.2/24 and NBC was third for a change with 14/6/23.

CBS had six of the top 10 shows, including a 34-minute pro football game runover on Dec. 9 that did a 23.6/38 to become the fourth highest-rated "program" of the week. NBC had three of the top 10 and ABC had one—the number one, *Dynasty*.

Two of the season's new series scored in the top 10: NBC's *Bill Cosby Show*, which has become a fixture in those precincts, pulled a 23.1/34 and ranked fifth, and CBS's *Murder, She Wrote* produced a 22.3/32 and placed seventh.

CBS won Monday, Thursday, Friday, Saturday and Sunday nights. ABC and NBC split the other two, NBC taking Tuesday and ABC Wednesday.

As usual at that time of year, the week was dotted with holiday specials, repeats and repeated specials. Also as usual, the holiday treats produced mixed results. The networks said ratings for some of their programs were affected by the syndicated *Billy Graham Crusade*, which was picked up by several affiliates.

Except for the football runover that ranked fourth, *All-Star Party* honoring Lucille Ball on CBS Sunday night fared best of all the specials, turning in a 21.7/32 (and tying with *Family Ties* on NBC) for eighth place for the week.

After that, repeats of Dr. Seuss and Charlie Brown specials on CBS came in 12th and 15th respectively, and an original *Barbara Walters Special* on ABC was next, in 17th place. Another ABC original special, *Cabbage Patch Christmas*, followed in 25th position. An original *Johnny Cash Special* on CBS ranked 36th, and a repeat of a Bugs Bunny special, also on CBS, was 37th, while a *Dean Martin Special* "roasting" Michael Landon placed 45th.

An *AfterM*A*S*H* special on CBS Tuesday against NBC's powerhouse *A-Team* (21.4/32) and ABC's *Who's The Boss?* (16.8/25) hit absolute bottom, scoring 7.4/11 and ranking 72d among the week's 72 shows.

The week, the 11th of the season, was the ninth won by CBS. NBC has won two.

In the season-to-date ratings CBS is ahead with 17.1/27, NBC is second with 16.4/26 and ABC is third with 15.1/24.

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	25.3/37
2.	60 Minutes	CBS	25.0/37
3.	Dallas	CBS	24.7/38
4.	Football—7-7:34 p.m.	CBS	23.6/38
5.	Bill Cosby Show	NBC	23.1/34
6.	Simon & Simon	CBS	22.6/34
7.	Murder, She Wrote	CBS	22.3/32
8.	All Star Party	CBS	21.7/32
9.	Family Ties	NBC	21.7/32
10.	A-Team	NBC	21.4/32
11.	Magnum, P.I.	CBS	21.0/31
12.	Dr. Seuss Special	CBS	20.9/31
13.	Falcon Crest	CBS	20.7/35
14.	Cagney & Lacey	CBS	20.6/33
15.	Charlie Brown Special	CBS	20.6/31
16.	Newhart	CBS	20.5/30
17.	Barbara Walters Special	ABC	20.4/31
18.	Kate & Allie	CBS	20.3/29
19.	Knots Landing	CBS	20.2/32
20.	Cheers	NBC	20.0/30
21.	Hotel	ABC	19.8/32
22.	Night Court	NBC	18.6/28
23.	TV Bloopers & Prac. Jokes	NBC	18.6/27
24.	Riptide	NBC	18.5/28
25.	Cabbage Patch Christmas	ABC	18.3/30
26.	Chicago vs. San Diego	ABC	18.0/30
27.	Remington Steele	NBC	17.6/30
28.	Scarecrow & Mrs. King	CBS	17.3/25
29.	Hill Street Blues	NBC	17.2/27
30.	Webster	ABC	17.1/26
31.	Who's the Boss?	ABC	16.8/25
32.	Fall Guy	ABC	16.3/24
33.	Trapper John, M.D.	CBS	16.2/29
34.	20/20	ABC	16.0/25
35.	Love Boat	ABC	15.4/26
36.	Johnny Cash Special	CBS	15.4/24
37.	Bugs Bunny Special	CBS	15.0/23
38.	Cover-Up	CBS	14.9/28
39.	Moonraker	ABC	14.8/24
40.	Children in the Crossfire	NBC	14.8/23
41.	Knight Rider	NBC	14.6/21
42.	Airwolf	CBS	14.5/25
43.	Six Pack	CBS	14.4/22
44.	Mike Hammer	CBS	14.3/24
45.	Michael Landon Roast	NBC	14.1/22
46.	Hardcastle & McCormick	ABC	13.7/20
47.	Three's A Crowd	ABC	13.5/21
48.	Sun Also Rises, part 1	NBC	13.2/20
49.	Finder of Lost Loves	ABC	13.1/24
50.	Diff'rent Strokes	NBC	13.0/22
51.	St. Elsewhere	NBC	13.0/21
52.	Facts of Life	NBC	13.0/19
53.	Benson	ABC	12.8/20
54.	Paper Dolls	ABC	12.6/22
55.	Miami Vice	NBC	12.6/21
56.	Gimme A Break	NBC	12.5/21
57.	Bill: On His Own	CBS	12.5/20
58.	Matt Houston	ABC	12.4/21
59.	Best Xmas Pageant Ever	ABC	12.2/21
60.	Double Trouble	NBC	12.1/21
61.	Call to Glory	ABC	12.0/18
62.	Spencer	NBC	11.7/20
63.	It's Your Move	NBC	11.6/17
64.	Off the Rack	ABC	11.3/17
65.	Ripley's Believe It or Not	ABC	11.2/17
66.	Kramer vs. Kramer	ABC	11.1/16
67.	Hunter	NBC	10.9/17
68.	Punky Brewster	NBC	10.3/16
69.	Secrets of Surviving	NBC	9.9/15
70.	Partners in Crime	NBC	9.3/17
71.	Silver Spoons	NBC	9.0/14
72.	AfterMASH	CBS	7.4/11

*indicates premiere episode

Shadek Broadcasting Inc. to Swanson Broadcasting Inc. for $8 million cash. Seller is principally owned by Ed Shadek. It also owns KOGO(AM)-KPRI(FM) San Diego. Buyer is Tulsa-based station group of two AM's and two FM's principally owned by Gerock H. Swanson. It will spin off KLLS and retain its colocated KKYX(AM). Filed Nov. 30.

■ WVOV(AM) Danville, Va. (970 khz, 1 kw-D)—Seeks assignment of license from Dan River Broadcasting Co. to The Wireless Company Inc. for $237,000, comprising $15,000 cash and $222,000 note. Seller is owned equally by Donald O. McDougald; his brother, Michael H. McDougald, and Ronald H. Livengood. Donald McDougald owns 50% WSYL(AM) Sylvania, Ga., and 11% of Statesboro, Ga., cable system. Michael McDougald owns WRGA(AM)-WQTU(FM) Rome, Ga. Livengood owns 40% WKEA(AM) Scottsboro, Ala. Buyer is owned equally by Harry E. Clegg; his brother, Gerald M. Clegg, and James L. Seavy, pres. Harry Clegg is Atlanta-based sales consultant. Gerald Clegg is southeast sales manager for Milton Bradley. Seavy is Verona, Va., pharmacist and real estate developer. They have no other broadcast interests. Filed Dec. 5.

■ KCKO(AM) Millwood, Wash. (1380 khz, 5 kw-D, 2.5 kw-N)—Seeks assignment of license from Great American Radio Corp. to Communication Services International Inc. for $210,000, comprising $15,000 cash and $195,000 note. Seller is owned by Brent T. Larson and Marketing Systems International. Larson owns KFRZ-AM-FM Brigham City, Utah. MSI owns KGA(AM) Honolulu. Buyer is owned by Gary C. Fornia, president who also owns one-third KBCM-AM-FM Tremonton, Utah. His father, Carl Fornia, also owns one-third KBCM. Filed Nov. 29.

New Stations

Applications

AM's

■ Frayser, Tenn.—Nor-Dot Broadcasting Inc. seeks 880 khz; 1 kw-D. Address: 5050 Poplar, Suite 1430, Memphis, Tenn. 38157. Principal is equally owned by Norma Daly and Dorothy Eisman. They have no other broadcast interests. Filed Nov. 29.

■ Jasper, Tenn.—Patton-Brown Broadcast Group seeks 820 khz; 1 kw-D. Address: 536 Raccoon Trail, Chattanooga, Tenn. 37419. Principal is owned by Phil W. Patton (55%) and Wallace S. Brown (45%). Patton is asst. chief engineer at WGOW(AM)-WSKZ(FM) Chattanooga, Tenn. Filed Nov. 29.

FM's

■ Palmer, Ark.—Matanuska Broadcasting Co. seeks 95.7 mhz; 100 kw; HAAT: minus 325 ft. Address: 518B N. 14th St., Gunnison, Colo. 81230. Principal is owned by Enid C. Pepperd, who owns 50% of KGUC-AM-FM Gunnison, Colo. Filed Dec. 7.

■ Sun Valley, Idaho—James W. Fox seeks 95.3 mhz, .05 kw, HAAT: 2,376.25 ft. Address: P.O. Box 670, Pocatello, Idaho 83201. Principal is president and general manager of KWIK(AM)-KPKY(FM) Pocatello, Idaho. Filed Nov. 16.

■ *Fairfield, Iowa—Fairfield Community Radio Inc. seeks 90.5 mhz; 3 kw; HAAT: 300 ft. Address: 205 E. Burlington, 52556. Principal is nonprofit corporation headed by Andrew S. Bargerstock. It has no other broadcast interests. Filed Dec. 10.

■ *Salisbury, Md.—Salisbury State College Foundation Inc. seeks 89.5 mhz, 30 kw, HAAT: 581 ft. Address: P.O. Box 2195, Salisbury, Md. 21801. Principal is nonprofit educational corp. headed by Col. George W. Gering. Klein Leister, member of board, has interest in WKHI(FM) Ocean City, Md. Filed Nov. 28.

■ *Las Vegas—Education Committee of Calvary Chapel of Las Vegas seeks 88.7 mhz, 0.112 kw, HAAT: 1,469 ft. Address: 2500 West Washington Ave., Las Vegas 89106. Principal is nonprofit corp. headed by Patrick Walsh, senior pastor. It has no other broadcast interests. Filed Nov. 30.

■ Los Alamos, N.M.—Martha S. Nedblake and her husband, Ronald, seek 107.1 mhz; 3 kw; HAAT: 300 ft. Address: 602 Spring Willow, Allen, Tex. Principals are general partners owning 95%. Remaining 5% is distributed among three limited partners. It has no other broadcast interests. Filed Dec. 7.

■ *Brooklyn, N.Y.—Brooklyn Community Broadcasting seeks 91.5 mhz, 20 kw, HAAT: 174 ft. Address: Bedford Ave. and Ave. H, Brooklyn, N.Y. 11210. Principal is nonprofit corp. headed by Robert L. Hess, college president. It has no other broadcast interests. Filed Nov. 30.

■ *Webster, N.Y.—Mars Hill Broadcasting Co. Inc. seeks 89.3 mhz, 1 kw, HAAT: 76 ft. Address: 4044 Makyes Rd., Syracuse, N.Y. 13215. Principal is nonprofit corp. headed by Glenn H. Burdick, president. It owns WMHR(FM) Syracuse, N.Y. Filed Nov. 28.

■ Knoxville, Tenn.—Andrew L. Banas seeks 100.1 mhz, 3 kw, HAAT: 100 m. Address: 12408 Olive Trail, Plymouth, Ind. 46563. Principal has no other broadcast interests. Filed Nov. 29.

■ Jasper, Tex.—Jasper County Broadcasting Co. seeks 100.9 mhz; 3 kw; HAAT: 299 ft. Address: 627 N. Fletcher St., 75951. Principal is owned by James M. Lout, John G. Bryan, Willie D. Williford and Edmund R. Hilley. It has no other broadcast interests. Filed Dec. 5.

■ Staunton, Va.—Ogden Broadcasting of Virginia seeks 94.3 mhz, 1.65 kw, HAAT: 425 ft. Address: 304 West Beverly St., Staunton, Va. 24401. Principal is wholly owned subsidiary of Ogden Newspapers Inc., which also owns WGSN(AM)-WNMB(FM) North Myrtle Beach, S.C.; WTON(AM) Staunton, Va.; WCCF(AM)-WQLM-FM Punta Gorda, Fla.; WAMT(AM)-WAJX(FM) Titusville, Fla., and two LPTV's, and is app. for 10 LPTV's and for new FM's in Springfield, Fla.; Galveston, Tex., and Folly Beach, S.C. Filed Dec. 4.

TV

■ Big Bear City, Calif.—Petrum Broadcasting seeks ch. 59; 5,000 kw vis., 500 kw aur.; HAAT: 2,000 ft.; ant. height above ground: 467 ft. Address: 4326 Valley Rd., Norco, Calif. 91760. Principal is owned by Marshall G. Peters (30%); his wife, Linda S. Peters (30%), and Linda Trumbly (40%). It is also app. for ch. 59 in Vineland, N.J. Filed Nov. 23.

Facilities Changes

Applications

AM's

Tendered

■ WJ'iX (1580 khz) Urbana, Ill.—Seeks CP to change city of lic. to Tolono, Ill.; change freq. to 870 khz; increase power to 1 kw; change TL, and make changes in ant. sys. App. Dec. 10.

■ KNED (1150 khz) McAlester, Okla.—Seeks CP to change night power to 1 kw; change TL, and operate by remote control. App. Dec. 10.

Summary of broadcasting
as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	561
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ KIKR (880 khz) Conroe, Tex.—Seeks CP to increase night power to 1 kw and make changes in ant. sys. App. Dec. 10.

■ KVLI (1140 khz) Lake Isabella, Calif.—Seeks CP to increase power to 1 kw. App. Dec. 5.

Accepted

■ KNEF (1210 khz) San Marcos, Calif.—Seeks MP to change TL and make changes in ant. sys. App. Dec. 10.

■ WQXI (790 khz) Atlanta—Seeks mod. of lic. to change SL to Roswell Rd. & Long Island Dr., Fulton county, Ga. App. Dec. 10.

■ WEAK (900 khz) Eddyville, Ky.—Seeks mod. of lic. to operate transmitter by remote control. App. Dec. 6.

■ WKKQ (650 khz) Naswauk, Minn.—Seeks mod. of lic. to operate transmitter by remote control. App. Dec. 10.

■ KTOW (1340 khz) Sand Springs, Okla.—Seeks CP to change night power to 500 kw. App. Dec. 10.

FM's

Accepted

■ KSCC (107.1 mhz) Berryville, Ark.—Seeks CP to change TL; change ERP to 1.1 kw, and change HAAT to 164 ft. App. Dec. 4.

■ KTOD-FM (92.7 mhz) Conway, Ark.—Seeks CP to make changes in ant. sys. App. Dec. 4.

■ KWAV (96.9 mhz) Monterey, Calif.—Seeks CP to change HAAT to 2,450 ft. and make changes in ant. sys. App. Dec. 4.

■ WMGG (95.7 mhz) Clearwater, Fla.—Seeks CP to change HAAT to 533 ft. and make changes in ant. sys. App. Dec. 10.

■ WZNE (97.9 mhz) St. Petersburg, Fla.—Seeks CP to change HAAT to 984 ft. and change TL. App. Dec. 10.

■ KLVN (95.9 mhz) Newton, Iowa—Seeks CP to change TL and change ERP to 2.82 kw. App. Dec. 4.

■ WBPK (106.3 mhz) Flemingsburg, Ky.—Seeks mod. of CP to change TL; change HAAT to 1.36 kw, and change HAAT to 450 ft. App. Dec. 10.

■ KVKI-FM (96.5 mhz) Shreveport, La.—Seeks mod. of CP to make changes in ant. sys. App. Dec. 10.

■ *WHMH (91.5 mhz) Northfield, Mass.—Seeks CP to change ERP to .237 kw; change HAAT to minus 307 ft., and change transmission line. App. Dec. 4.

■ *WICN (90.5 mhz) Worcester, Mass.—Seeks CP to make changes in ant. sys. App. Dec. 4.

■ WITW (107.1 mhz) Cadillac, Mich.—Seeks mod. of CP to change TL; change ERP to 1.26 kw, and change HAAT to 498 ft. App. Dec. 10.

■ WIQQ (102.3 mhz) Leland, Miss.—Seeks mod. of CP to change TL. App. Dec. 4.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Seeks CP to change ERP to .535 kw and change HAAT to 620 ft. App. Dec. 5.

■ WCSF (96.7 mhz) Clifton Park, N.Y.—Seeks mod. of CP to change TL and change HAAT to 339.8 ft. App. Dec. 4.

■ WBBO-FM (93.3 mhz) Forest City, N.C.—Seeks CP to change TL and change HAAT to 1,897 ft. App. Dec. 10.

■ WJZR (99.7 mhz) Kannapolis, N.C.—Seeks CP to change TL and change HAAT to 1,044 ft. App. Dec. 4.

■ WLXN (94.1 mhz) Lexington, N.C.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 485 ft. App. Dec. 10.

■ WAYV (95.1 mhz) Atlantic City—Seeks CP to change TL and change HAAT to 293 ft. App. Dec. 10.

■ WBNS-FM (97.1 mhz) Columbus, Ohio—Seeks CP to change ERP to 20.5 mhz. App. Dec. 4.

■ WNCI (97.9 mhz) Columbus, Ohio—Seeks CP to change ERP of existing aux. sys. to 26.7 kw. App. Dec. 10.

■ KPNW-FM (99.1 mhz) Eugene, Ore.—Seeks CP to change HAAT to 1,630 ft. App. Dec. 10.

■ KTFA (92.1 mhz) Groves, Tex.—Seeks CP to change TL; change ERP to 2.8 kw, and change HAAT to 309 ft. App. Dec. 4.

■ KITE-FM (105.5 mhz) Portland, Tex.—Seeks CP to change ERP to 2.46 kw. App. Dec. 4.

■ WPUF (92.7 mhz) Mechanicsville, Va.—Seeks mod. of CP to change TL. App. Dec. 10.

■ *WVPB (91.7 mhz) Beckley, W. Va.—Seeks CP to install new transmission line; change transmitter output power, and make changes in ant. sys. App. Dec. 10.

■ WCOW-FM (97.1 mhz) Sparta, Wis.—Seeks CP to change ERP to 100 kw and change HAAT to 588 ft. App.

The Fifth Estate

Broadcasting Dec 31

7

MINNESOTA'S LEADING NEWS STATION
5 abc
KSTP-TV
EYEWITNESS NEWS
Minneapolis/St. Paul
Anchors Cyndy Brucato and Stan Turner

54th Year 1984

Yearend Double Issue

Getting ready for INTV

Vol. 107 No. 26

Broadcasting ▫ Dec 31

Prospective on 1985; perspective on 1984

Advancing on the independents

FCC acts on 12-12-12, docket 80-90

SOMETHING IN THE AIR ▫ FCC Commissioner James Quello raises possibility for educational TV's to trade V's in major markets to commercial broadcasters for UHF's plus cash. Move would give broadcasters new VHF opportunities and help public broadcasters' financial plight. **PAGE 35.**

IN STONE ▫ FCC votes to raise television ownership limits to 12, capping network reach at 25% of TV households. Discounts for UHF's and minorities included. Commission also releases final list of 689 FM allocations as part of docket 80-90. **PAGE 35.**

ON THE EVE ▫ MCA and joint venture between Viacom and Tribune to market movie packages on ad hoc basis. **PAGE 38.**

STILL TALKING ▫ Negotiations for programing rights to 1988 summer Olympics in Seoul on hold, as organizers try to agree on time periods for scheduled events. **PAGE 39.**

ROUND TWO ▫ Three commercial networks announce prime time schedule changes for season's second season. **PAGE 41.**

GEARING UP ▫ Some 1,200 independent broadcasters expected for the four-day INTV convention set to open in Los Angeles later this week. An agenda and exhibitor's listing appears on **PAGES 48 and 50.**

TAKING STOCK ▫ BROADCASTING takes a look ahead to 1985 in the Fifth Estate disciplines of executive policy, business, programing, regulation, journalism, legislation, radio and technology. **PAGES 72-98.**

EVENTFUL YEAR ▫ BROADCASTING's review of the top news events in the Fifth Estate in 1984, from the Olympics to the election campaign to changes in the multiple ownership rules to passage of the cable bill. **PAGE 100.**

HIGH WIRE ACT ▫ Football season brought field test of special ENG camera, strung from wire over stadium, giving new perspective on sports action. **PAGE 106.**

DOWN TO TWO ▫ Harris bows out of AM stereo race, throwing its weight behind Motorola. Kahn Communications is other competitor. **PAGE 109.**

LOOKING FOR RIGHTS ▫ Not only is USFL having trouble getting television rights deal for fall 1986 season, but radio rights are still up in air. **PAGE 110.**

POSTPONED ▫ Intelsat passes on making decision on coordination issue. **PAGE 112.**

DONDE ES ▫ Lawmakers ask President why Radio Marti still isn't on the air. **PAGE 115.**

SPACE CONTROVERSY ▫ Flap over secret cargo of next space shuttle flight and ensuing publication of information brings new round in ethics debate. **PAGE 116.**

SAVING DAY ▫ Guy Day has brought major advertisers together with Chiat/Day, forming a winning creative combination. **PAGE 135.**

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USFL scrambling for radio and TV coverage

Young football league is looking for national radio contract for next season as well as television deal for 1986's first fall kickoff

While the two-year old United States Football League continues to negotiate a network television package for 1986 when it switches from a spring to a fall schedule (BROADCASTING, Dec. 10), league officials have been busy trying to stir up interest in national radio coverage for the more immediate 1985 season, which opens in less than two months.

ABC Radio held the exclusive network radio rights for the USFL during the first two years at a cost of $1.25 million ("Riding Gain," Dec. 13, 1982). However, ABC Radio Networks President Ed McLaughlin told BROADCASTING that the company's 1985 business plan was assembled with the assumption that there would be no carriage of the USFL. Over the past two years, USFL football turned out to be about a break-even proposition for ABC Radio. "If there was a new deal, there would have to be some changes," said McLaughlin.

The first year that ABC Radio carried USFL games it drew the interest of many advertisers and was nearly a sell-out. But the 1984 season was quite a different story. McLaughlin said it was between 40% and 50% sold out. And Stroh's, the official beer advertiser for the USFL's first season on ABC, did not renew in 1984 ("Riding Gain," Feb. 27).

McLaughlin said station clearances for USFL games also deteriorated during the second season. The pre-season station lineup numbered approximately 150, which during the regular season dropped to around 100 because many stations dumped coverage during the middle of the season. Affiliates of the ABC Information Network had the right of first refusal for USFL broadcasts with stations asked to carry two games per week, on Monday and Saturday evenings.

McLaughlin said that at a meeting three weeks ago, the USFL indicated it may come up with a proposal that calls just for coverage of the playoff games and league championship contest. "If they make such a proposal, we would be interested in looking at it," he said. (ABC Radio has the right of first refusal for network broadcast rights.)

Over at CBS, Dick Brescia, senior vice president, CBS Radio Networks, acknowledged that CBS had preliminary conversations with the USFL and said that a proposal put forth by league officials, which would cover the next two seasons, is under review. Presently, CBS Radio offers stations a National Football League package of 37 games which has 27 regular season contests, most on Monday nights, and 10 post-season games including the Super Bowl and Pro Bowl.

Meanwhile, both NBC Radio and Mutual Broadcasting have, for now, nixed the idea of USFL coverage. "It just wasn't the right time for us to get involved," said Dick Penn, vice president and general manager, NBC Radio Networks.

Dominick Camera, marketing director for the USFL, said last week that he remains confident some kind of radio deal will soon be worked out.

On the television side, ABC, which also held the TV broadcast rights for the first two years, exercised its option to carry the USFL

CBS wins holiday weeks, edging ABC, NBC

Powered by *Monday Night Football* and its Sunday night movie, ABC won four out of seven nights for the week ended Dec. 23, pulling to within one-tenth of a rating point behind first-place CBS. It was the closest ABC has come to first place all season. During the 13th week of the 1984-85 prime time season, according to A. C. Nielsen, CBS averaged a 16.1 rating and 26 share, compared to a 16/26 for ABC and a 14.8/24 for NBC.

ABC, besides winning Wednesday and Saturday nights, was helped measurably on Monday by *Monday Night Football*, which featured the Dallas Cowboys and the Miami Dolphins. The telecast was the second-ranked program of the week, achieving a 25.1/40 and, according to ABC researchers, delivered the largest number of households (21,310,000 households per average minute) of any Monday night telecast since ABC began broadcasting the Monday night games in 1970.

The combined network rating/share totaled 48.5/77, compared to a 46.3/79 for the comparable week a year ago. And reversing a season-long trend, HUT levels were up over the comparable week last year, from 59 to 61.8. During the preceeding week (Dec. 10-16), the combined network rating/share totaled 48.3/77, compared to a 49.4/79 for the comparable week a year ago.

For the week ended Dec. 23, CBS had four of the top 10 shows, ABC had three and NBC had three. ABC won Monday, Wednesday, Saturday and Sunday; CBS won Thursday and Friday; NBC won Tuesday.

During the previous week, ended Dec. 16, CBS won with an average 16.6/26, and was followed by NBC with a 16.1/26 and then ABC with a 15.6/25. During the 13 weeks of the 1984-85 prime time season, ABC has made it into second place in the weekly averages five times, although it has never been able to break the 16.0 average weekly rating level.

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	25.9/40
2.	Dallas vs. Miami	ABC	25.1/40
3.	Simon & Simon	CBS	23.4/36
4.	Dallas	CBS	23.0/37
5.	A-Team	NBC	21.8/34
6.	Bill Cosby Show	NBC	21.7/35
7.	Knots Landing	CBS	20.9/34
8.	Hotel	ABC	20.8/35
9.	Riptide	NBC	20.8/33
10.	A Christmas Carol	CBS	20.7/30
11.	60 Minutes	CBS	20.1/34
12.	Family Ties	NBC	19.8/31
13.	Superman	ABC	18.9/31
14.	Magnum, P.I.	CBS	18.9/30
15.	Remington Steele	NBC	18.6/32
16.	Falcon Crest	CBS	18.4/32
17.	Fall Guy	ABC	18.4/30
18.	Little House Movie	NBC	18.2/27
19.	TV Bloopers & Prac. Jokes	NBC	18.0/27
20.	Cheers	NBC	17.4/26
21.	Murder, She Wrote	CBS	17.0/28
22.	Webster	ABC	16.8/27
23.	Benson	ABC	16.4/27
24.	20/20	ABC	16.4/27
25.	Cagney & Lacey	CBS	15.8/24
26.	Night Court	NBC	15.6/24
27.	Highway to Heaven	NBC	15.3/25
28.	Alice	CBS	15.2/24
29.	Jeffersons	CBS	14.6/24
30.	Trapper John, M.D.	CBS	14.5/24
31.	Facts of Life	NBC	14.3/22
32.	He's Fired/She's Hired	CBS	14.2/23
33.	The Sound of Music	NBC	14.1/23
34.	Matt Houston	ABC	13.9/24
35.	It's Your Move	NBC	13.9/21
36.	Three's A Crowd	ABC	13.7/22
37.	Hill Street Blues	NBC	13.6/22
38.	Love Boat	ABC	13.6/24
39.	Who's the Boss?	ABC	13.5/21
40.	Charles in Charge	CBS	13.4/22
41.	V	NBC	13.4/22
42.	Private Benjamin	CBS	13.3/21
43.	Smurfs Springtime Special	NBC	13.2/23
44.	Finder of Lost Loves	ABC	13.0/24
45.	St. Elsewhere	NBC	12.9/22
46.	T.J. Hooker	ABC	12.7/22
47.	E/R	CBS	12.6/20
48.	Call to Glory	ABC	12.5/19
49.	Battle of Network Stars	ABC	12.4/19
50.	Gimme A Break	NBC	12.3/21
51.	More Than Murder	CBS	12.1/22
52.	Dukes of Hazzard	CBS	12.1/20
53.	Yogi Bear Christmas	CBS	11.9/19
54.	Double Trouble	NBC	11.7/20
55.	Ripley's Believe It or Not	ABC	11.6/20
56.	Airwolf	CBS	11.3/20
57.	Spencer	NBC	11.1/19
58.	Hawaiian Heat	ABC	11.0/18
59.	Punky Brewster	NBC	10.3/18
60.	Partners in Crime	NBC	10.0/18
61.	Glitter	ABC	10.0/16
62.	Paper Dolls	ABC	9.9/17
63.	Muppet Babies	CBS	9.9/15
64.	Hunter	NBC	8.8/14
65.	Hot Pursuit	NBC	6.8/12

*indicates premiere episode

90.9 mhz; 10 kw; HAAT: 310 ft. Address: Summit & Edgemont, 67005. Principal is nonprofit corporation headed by Gregory A. Hudson, president. It has no other broadcast interests. Filed Dec. 14.

■ Kennebunk, Me.—Keith B. Handyside seeks 99.3 mhz; 3 kw; HAAT: 309 ft. Address: 98 Forrest Dr., Plaistow, N.H. 03865. Principal is former engineering director at noncommercial WGBH-FM-TV and WGBX-TV, all Boston. He has no other broadcast interests. Filed Dec. 17.

■ Williston, N.D.—Prairie Public Broadcasting Inc. seeks 89.5 mhz; 100 kw; HAAT: 492 ft. Address: 207 N. 5th St., P.O. Box 3240, Fargo, N.D. 58108. Principal is nonprofit corporation headed by Dennis Falk. It also owns KSWE(TV) Williston and other noncommercial stations. Filed Dec. 11.

New TV's

■ Clermont, Fla.—South Lake Communications Inc. seeks ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 801 ft.; ant. height above ground: 691 ft. Address: 1158 5th St., P.O. Box 1277, 32711. Principal is equally owned by L. Glen Lowery, Richard R. Reynolds and Richard L. Huff. They have no other broadcast interests. Filed Dec. 12.

■ *Honolulu—Minority Broadcasters for the Public Inc. seeks ch. 44; ERP vis. 5,000 kw; aur. 500 kw; HAAT: minus 94 ft.; ant. height above ground: 253 ft. Address: 15628 Vintage St., Mission Hills, Calif. 91343. Principal is nonprofit corporation headed by John Nania. It has no other broadcast interests. Filed Dec. 10.

■ Syracuse, N.Y.—Tureaud Broadcasting seeks ch. 56; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 853 ft.; ant. height above ground: 873 ft. Address: P.O. Box 151, Buffalo, N.Y. 14205. Principal is owned by Melvin Watkins, James W. Pitt and Robert L. Gore. It also has app.'s for LPTV in Rochester and Batavia, both New York. Filed Dec. 14.

■ Charleston, S.C.—G.A.K.G. Enterprises seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 474 ft.; ant. height above ground: 469 ft. Address: 180 East Bay St., 29401. Principal is equally owned by Joseph P. Griffith Jr.; his father, Joseph Sr.; Charles F. Ailstock, and Michael J. Knapp. It has no other broadcast interests. Filed Dec. 14.

Facilities Changes

Applications

AM's

Tendered

■ WDGY (1130 khz) Minneapolis—Seeks CP to increase night power to 50 kw and change night TL. App. Dec. 11.

■ WAEB (790 khz) Allentown, Pa.—Seeks CP to increase power to 1 kw. App. Dec. 12.

■ WEAB (800 khz) Greer, S.C.—Seeks CP to increase power to 1 kw. App. Dec. 14.

■ KBNG (930 khz) Yakima, Wash.—Seeks CP to change city of lic. to Union Gap, Wash.; add night service with 500 w; increase day power to 5 kw; change TL, and make changes in ant. sys. App. Dec. 12.

Accepted

■ KDIA (1310 khz) Oakland, Calif.—Seeks mod. of lic. to operate transmitter by remote control. App. Dec. 12.

■ WSYL (1490 khz) Sylvania, Ga.—Seeks CP to change TL and make changes in ant. sys. App. Dec. 12.

■ WAQX (1490 khz) Syracuse, N.Y.—Seeks CP to increase night power to 1,000 w. App. Dec. 11.

■ WWWC (1240 khz) Wilkesboro, N.C.—Seeks CP to increase power 1 kw and make changes in ant. sys. App. Dec. 14.

■ WCNS (1480 khz) Latrobe, Pa.—Seeks MP to make changes in ant. sys. App. Dec. 14.

■ WKQW (1120 khz) Oil City, Pa.—Seeks MP to make changes in ant. sys. App. Dec. 11.

■ WKCE (1230 khz) Harriman, Tenn.—Seeks MP to increase night power to 1 kw. App. Dec. 11.

FM's

Tendered

■ *KJIC (89.3 mhz) Pasadena, Tex.—Seeks mod. of CP to change freq. to 88.1 mhz. App. Dec. 12.

Accepted

■ KAJJ (106.3 mhz) Greenwood, Ark.—Seeks CP to change ERP to 1.7 kw and change HAAT to 434 ft. App. Dec. 17.

■ KKJJ (103.9 mhz) Payson, Ariz.—Seeks CP to change ERP to 1.55 kw and change HAAT to 452 ft. App. Dec. 17.

■ KKGO (105.1 mhz) Los Angeles—Seeks CP to change HAAT to 2,853.6 ft. and make changes in ant. sys. App. Dec. 14.

■ WFUZ (93.7 mhz) Ocala, Fla.—Seeks mod. of CP to change TL; change ERP to 100 kw, and change HAAT to 840 ft. App. Dec. 11.

■ WQXI-FM (94.1 mhz) Smyrna, Ga.—Seeks mod. of CP to change SL to Fulton county, Ga. App. Dec. 11.

■ WAXT (96.7 mhz) Alexandria, Ind.—Seeks CP to change TL; change ERP to 2 kw, and make changes in ant. sys. 395 ft. App. Dec. 14.

■ WENS (97.1 mhz) Shelbyville, Ind.—Seeks mod. of CP to change TL; change ERP to 23 kw, and change HAAT to 739 kw. App. Dec. 14.

■ WAMX (93.7 mhz) Ashland, Ky.—Seeks mod. of CP to change ERP to 50 kw and change HAAT to 590.4 ft. App. Dec. 11.

■ WLBJ-FM (96.7 mhz) Bowling Green, Ky.—Seeks mod. of CP to change ERP to 1.7 kw and change HAAT to 426 ft. App. Dec. 14.

■ WGRX (100.7 mhz) Westminster, Md.—Seeks mod. of CP to change TL; change ERP to 12.59 kw, and change HAAT to 939 ft. App. Dec. 11.

■ WMJX (106.7 mhz) Boston—Seeks CP to change ERP to 15.5 kw and change HAAT to 900 ft. App. Dec. 14.

■ WMJC (94.7 mhz) Birmingham, Mich.—Seeks CP to change ERP to 13.5 kw and change HAAT to 950 ft. App. Dec. 14.

■ KJPW-FM (102.3 mhz) Waynesville, Mo.—Seeks CP to change TL; change ERP to 0.85 kw; change HAAT to 518 ft., and make changes in ant. sys. App. Dec. 17.

■ KLSK (104.1 mhz) Santa Fe, N.M.—Seeks CP to change HAAT to 1,920 ft. App. Dec. 17.

■ WBAB-FM (102.3 mhz) Babylon, N.Y.—Seeks mod. of CP to change TL and change HAAT to 268 ft. App. Dec. 14.

■ WSTS (96.5 mhz) Laurinburg, N.C.—Seeks mod. of CP to change ERP to 100 kw; change HAAT to 615 ft., and make changes in ant. sys. App. Dec. 17.

■ WQDR (94.7 mhz) Salisbury, N.C.—Seeks CP to change ERP to 100 kw; change HAAT to 1,129.6 ft., and make changes in ant. sys. App. Dec. 17.

■ WFLO-FM (95.7 mhz) Farmville, Va.—Seeks CP to change HAAT to 338 ft. App. Dec. 17.

Summary of broadcasting
as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	561
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Totcl LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remcte pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WCMS-FM (100.5 mhz) Norfolk, Va.—Seeks CP to change ERP to 50 kw; change HAAT to 189.9 ft., and make changes in ant. sys. App. Dec. 14.

■ WVCM (107.1 mhz) Miami, W. Va.—Seeks mod. of CP to change TL and change HAAT to 666.4 ft. App. Dec. 17.

■ *WWVU-FM (91.7 mhz) Morgantown, W. Va.—Seeks mod. of CP to change ERP to 2.4 kw; change HAAT to 69 ft., and make changes in ant. sys. App. Dec. 17.

TV's

Accepted

■ WLEX-TV (ch. 18) Lexington, Ky.—Seeks CP to change transmitters. App. Dec. 13.

■ WKAF (ch. 68) Syracuse, N.Y.—Seeks MP to change HAAT to 1,466 ft. App. Dec. 13.

■ WWAT (ch. 53) Chillicothe, Ohio—Seeks MP to move SL outside community of lic. App. Dec. 13.

Actions

AM's

■ WTOB (1380 khz) Winston-Salem, N.C.—Granted app. to increase night power to 2.5 kw; change TL, and make changes in ant. sys. Action Dec. 7.

■ WHBG (1360 khz) Harrisonburg, Va.—Granted app. to change city of lic. to Bridgewater, Va. Action Dec. 5.

■ WRIG (1390 khz) Schofield, Wis.—Dismissed app. to operate transmitter by remote control. Action Dec. 5.

FM's

■ WKSJ-FM (105.5 mhz) Mobile, Ala.—Dismissed app. to change TL. Action Dec. 7.

■ KFPQ-FM (100.9 mhz) Fort Smith, Ark.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 200.08 ft. Action Dec. 10.

■ KFTH (107.1 mhz) Marion, Ark.—Granted app. to change TL and change HAAT to 328 ft. Action Nov. 28.

■ WRUL (95.9 mhz) Anaheim, Calif.—Granted app. to install aux. sys. Action Nov. 29.

■ KBEE-FM (103.3 mhz) Modesto, Calif.—Granted app. to change TL; change ERP to 3.41 kw; change HAAT to 59.04 ft., and make changes in ant. sys. Action Dec. 12.

■ KGB-FM (101.5 mhz) San Diego—Granted app. to change TL; change ERP to 7 kw and change HAAT to 1,103 ft. Action Dec. 4.

■ WMEZ (94.1 mhz) Pensacola, Fla.—Denied app. to change TL and change HAAT to 1,466.16 ft. Action Dec. 10.

■ WNIZ-FM (96.9 mhz) Zion, Ill.—Granted app. to change ERP to 50 kw and make changes in ant. sys. Action Dec. 10.

■ WLJE (105.5 mhz) Valparaiso, Ind.—Accepted for filing app. to change ERP to 1 kw. Action Dec. 5.

■ *KFGQ-FM (99.3 mhz) Boone, Iowa—Granted app. to change ERP to 2.55 kw. Action Dec. 3.

■ KLFQ (106.1 mhz) Lyons, Kan.—Granted app. to change HAAT to 333 ft. Action Nov. 30.

■ *KDAQ (89.9 mhz) Shreveport, La.—Granted app. to change HAAT to 931.5 ft. and make changes in ant. sys. Action Dec. 3.

■ WZYQ-FM (103.9 mhz) Braddock Heights, Md.—Granted app. to change ERP to 0.42 kw. Action Dec. 6.

■ WGRX (100.7 mhz) Westminster, Md.—Dismissed app. to change TL; change ERP to 27.5 kw, and change HAAT to 700 ft. Action Oct. 18.

■ *WMED (89.7 mhz) Calais, Me.—Granted app. to move SL to the campus of Bangor (Me.) Community College. Action Dec. 7.

■ *WMEM (106.1 mhz) Presque Isle, Me.—Granted app. to move SL to campus of Bangor Community College. Action Dec. 7.

■ KJJO (104.1 mhz) St. Louis Park, Minn.—Granted app. to change TL; change ERP to 97.6 kw; change HAAT to 1,000 ft., and make changes in ant. sys. Action Dec. 10.

■ WBIP-FM (99.3 mhz) Booneville, Miss.—Granted app. to change TL and change HAAT to 300 ft. Action Nov. 28.

■ KDEX-FM (102.3 mhz) Dexter, Mo.—Granted app. to change ERP to 3 kw. Action Dec. 11.

■ KYSS-FM (94.9 mhz) Missoula, Mont.—Granted app. to change ERP to 15.04 kw and change HAAT to 2,511 ft. Action Nov. 29.

■ WMHR (102.9 mhz) Syracuse, N.Y.—Granted app. to

The Fifth Estate

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Broadcasting ⚡ Jan 7

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Vol. 108 No. 1

Broadcasting ▱ Jan 7

CBS wins sweeps; NBC shows strong gains

'At Large' with Herman Land

NATPE, INTV on their marks

NOVEMBER RESULTS ☐ CBS wins November sweeps but NBC is only network to show gain in audience over year-earlier figures. **PAGE 51.**

LUCKY NUMBER ☐ *Wheel of Fortune* takes first place in Cassandra rankings, followed by *M*A*S*H* and *Three's Company.* **PAGE 53.**

HARD LOOK ☐ There are mixed reviews in Fifth Estate for suggestion that public broadcasters could trade VHF's to commercial broadcasters for UHF's plus cash. **PAGE 54.**

ON TOP ☐ Contemporary hit radio is still favored format among ages 12-plus in New York and Los Angeles. **PAGE 55.**

LAND: AT LARGE ☐ On the eve of the Association of Independent Television Stations convention, INTV president Herman Land speaks frankly with BROADCASTING editors on a range of topics including the meteoric rise of independent stations, some of their pressing concerns and what the future holds. **PAGES 72-80.**

STATE OF THE ART ☐ Independent stations are among the Fifth Estate's hottest properties. BROADCASTING examines the ins and outs of the independent marketplace. **PAGE 82.**

KICKING OFF ☐ INTV's Los Angeles convention under way. A guide to events begins on **PAGE 92.** A listing of exhibitors begins on **PAGE 94.**

COUNTING DOWN ☐ Annual gathering of the broadcast programing syndication marketplace set to roll in San Francisco, with more attendees and more exhibitors filling more space than ever before. **PAGE 118.** The agenda appears on **PAGE 120.** A look at what's on display on the Moscone floor and in the Fairmont suites begins on **PAGE 128.**

CABLE BULLS ☐ Whether it was the cable bill or a better business climate, cable stocks over the past seven months have fared better than the market average. **PAGE 164.**

HELPING HAND ☐ During holiday season, broadcasters turn attention to raising money for the needy. **PAGE 174.**

KU LINK ☐ Four Florida television stations join to form news network using Ku-band satellite technology. **PAGE 187.**

CASE CLOSED ☐ Eleven-year-old family viewing case is settled quietly in Los Angeles court. **PAGE 204.**

ANOTHER LOOK ☐ FCC says usual method used to determine loss of service due to transmitter change should now include access to alternative media. **PAGE 206.**

PARTY TIME ☐ ABC and Inaugural Committee are linking up to air inaugural festivities from Washington on Jan. 18 and 19. **PAGE 214.**

TEAMWORK ☐ Carl Hirsch, president and CEO of Malrite, has achieved his goal of putting together a winning group and letting them "do what they do best." **PAGE 239.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 7

Vol. 108 No. 1

TOP OF THE WEEK

CBS wins; NBC posts big gain in Nov. sweeps

While CBS comes in first, NBC is only one of three to show audience gains over the year before

Network analysis of Arbitron diary data from the November sweeps confirms what the overnight information had long been suggesting: NBC has increased its household delivery, while both CBS and ABC have declined. The numbers also show that NBC affiliates have increased their competitive position at the expense of, first, ABC, then, CBS. All three networks agree that their combined household delivery declined by about 5%, which, taking into account the 1.3% increase in TV households, represents an actual decrease of 6%-7% in potential homes delivered.

The CBS analysis of the Arbitron data indicates that it delivered the most households during prime time, with a 4.9% lead over second-place NBC and an 8.4% lead over ABC. Compared to November of 1983, CBS said, its prime time audience declined 6.9%; ABC's audience dropped 15.3%, while NBC was able to increase its prime time audience by 9.1%. NBC's version gives both similar changes and the same order of ranking, whereas ABC's compilation shows NBC first in total households delivered, ahead of CBS. The ABC version had NBC increasing its households delivered by 10%, while CBS declined 9.3% and ABC lost 12.5%.

Ninety percent of the NBC affiliates increased the number of prime time households they delivered, compared to November 1983, while for the other two networks roughly the reverse was true. According to CBS, 148 NBC affiliates showed a gain in households delivered during prime time, compared to 16 declining and 11 showing no change. Conversely, ABC had 13 gaining, 157 falling and seven remaining even, while CBS had 23 improving their performance, 140 delivering fewer homes and 16 remaining even. The same story was provided by ABC's interpretation of the Arbitron numbers. It had NBC increasing household delivery in 152 markets, declining in 15 and staying even in seven; CBS increasing in 21, declining in 151 and staying the same in five. ABC showed itself gaining in 19 markets, losing audience in 148 markets and remaining the same in nine.

Illustrative of the improved prime time performance of NBC is its relative standing in the top 10 markets. NBC affiliated stations increased prime time household delivery in each of those markets, except New York, which was the only one of the top 50 markets in which all three network outlets delivered fewer households. Whereas a year ago there were no NBC affiliates leading in prime time household deliveries, this time there were five NBC-led markets, including New York, Los Angeles and Chicago.

The gain NBC registered in total households was exceeded by the gain it showed in the demographic categories of women, 18-49, and men, 18-49, where, according to information it supplied, it ranked first in both categories. NBC's interpretation of the Arbitron figures showed it gaining 16% in the women, 18-49 demographic, compared to an 11% decline at CBS and a 20% drop at ABC. Similarly it gave itself a 17% jump among men, 18-49, compared to declines of 12% at CBS and 20% at ABC. ABC's compilation for adults, 18-49, gave NBC a 17.1% gain, while CBS declined 14% and ABC declined 17.6%.

Although starting with the same data, the networks present different numbers, usually only slightly at variance. Questions such as whether or not to measure prime time programing run outside of that daypart (such as overruns) and how to measure stations with multiple affiliations are responsible for the differences.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by NBC. Household numbers are in thousands (000) per average quarter hour (8-11 p.m., Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliate in the market. An asterisk shows a new station in the market or an affiliation change between November 1983 and November 1984. A dagger (†) indicates a city included by Arbitron in another ADI. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, Virgin Islands.

	1984 households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
Abilene-Sweetwater, Tex. (156)	17	20	**27**
Akron, Ohio† (Cleveland)	**11**	—	—
Albany, Ga. (152)	—	—	**57**
Albany-Schenectady-Troy, N.Y. (52)	71	**89**	77
Albuquerque, N.M. (64)	**74**	47	66
Alexandria, La. (163)	—	—	**41**
Alexandria, Minn. (180)	—	**36**	—
Alpena, Mich. (210)	—	**5**	—
Amarillo, Tex. (116)	**39**	27	30
Anniston, Ala. (194)	—	**13**	—
Ardmore-Ada, Okla. (173)	13	**20**	—
Atlanta (15)	180	**208**	181
Augusta, Ga. (104)	**44**	42	30
Austin, Tex. (81)	40	**58**	49
Bakersfield, Calif. (150) *	**23**	21	20
Baltimore (21)	156	**162**	153
Bangor, Me. (154)	16	**29**	23
Baton Rouge (89)	**68**	61	39
Battle Creek, Mich.† (Grand Rapids, Mich.)	**29**	—	—
Beaumont-Port Arthur, Tex. (121)	36	**47**	37
Bellingham, Wash.† (Seattle)	—	**11**	—
Bend, Ore. (206)	—	—	**4**
Billings-Hardin, Mont. (164)	17	**18**	8
Biloxi-Gulfport-Pascagoula, Miss. (178)	**40**	—	—
Binghamton, N.Y. (133)	11	**46**	19
Birmingham, Ala. (47)	**118**	49	116
Bluefield-Beckley-Oak Hill, W.Va. (143)	**31**	—	28
Boise, Idaho (134)	24	21	**28**
Boston (6)	278	302	**303**
Bowling Green, Ky. (192)	**22**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	25	55	**78**
Buffalo, N.Y. (35)	101	**104**	100
Burlington, Vt.-Plattsburgh, N.Y. (101)	13	**54**	32
Casper-Riverton, Wyo. (180)	**16**	7	1
Cedar Rapids-Waterloo, Iowa (77)	48	49	**52**
Charleston, S.C. (106)	33	**50**	41
Charleston-Huntington, W.Va. (43)	70	84	**124**
Charlotte, N.C. (32)	106	**142**	52

	1984 households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
Charlottesville, Va.† (Richmond, Va.)	—	—	**7**
Chattanooga (80)	54	53	**57**
Cheyenne, Wyo. (190)	—	**19**	—
Chicago (3)	476	431	**515**
Chico-Redding, Calif. (140)	**29**	25	—
Cincinnati (27)	108	**125**	110
Clarksburg-Weston, W.Va. (165)	—	**24**	21
Cleveland (11)	251	232	**259**
Colorado Springs-Pueblo (105)	**45**	42	34
Columbia, S.C. (88)	31	39	**81**
Columbia-Jefferson City, Mo. (145)	27	**30**	19
Columbus, Ga. (115)	**48**	47	20
Columbus, Ohio (34)	106	**138**	117
Columbus-Tupelo, Miss. (137)	13	28	**46**
Corpus Christi, Tex. (125)	**35**	28	29
Dallas-Fort Worth (8)	**246**	244	235
Davenport, Iowa-Rock Island-Moline, Ill. (74)	54	57	**68**
Dayton, Ohio (49)	71	**110**	70
Denver (19)	163	132	**164**
Des Moines (66)	50	**75**	65
Detroit (7)	299	274	**313**
Dothan, Ala. (161)	10	**46**	—
Dubuque, Iowa† (Cedar Rapids-Waterloo, Iowa)	**6**	—	—
Duluth, Minn.-Superior, Wis. (119)	30	**34**	30
El Centro, Calif.-Yuma, Calif. (179)	5	—	**8**
El Paso, Tex. (97)	33	28	**43**
Elmira, N.Y. (166)	11	—	**14**
Erie, Pa. (135)	24	24	**39**
Eugene, Ore. (128)	**30**	29	14
Eureka, Calif. (182)	9	**10**	—
Evansville, Ind. (87)	**53**	41	38
Fargo, N.D. (102)	33	33	**34**
Flagstaff, Ariz. (205)	—	—	**9**
Flint-Saginaw-Bay City, Mich. (58)	80	38	**93**
Florence, S.C. (148)	22	**56**	—
Florence, Ala.† (Huntsville-Decatur, Ala.)	—	—	**7**
Fort Myers-Naples, Fla. (112)	18	**45**	32
Fort Smith, Ark. (147)	17	**30**	17
Fort Wayne, Ind. (96)	39	39	**42**
Fresno, Calif. (65)	48	**56**	55
Gainesville, Fla. (174)	**17**	—	—
Glendive, Mont. (211)	—	**1**	—
Grand Junction, Colo. (184)	8	**14**	—
Grand Rapids-Kalamazoo, Mich. (40)	57	86	**88**
Great Falls, Mont. (177)	13	**14**	—
Green Bay, Wis. (68)	**60**	59	**60**
Greensboro-Winston Salem-High Point, N.C. (51)	78	**100**	87
Greenville-New Bern, N.C. (99)	33	54	**63**
Greenville-Spartanburg, S.C.-Asheville, N.C. (37)	82	98	**120**
Greenwood-Greenville, Miss. (170)	**29**	13	—
Hagerstown, Md. (195)	—	—	**16**
Hanover, N.H.† (Burlington, Vt.-Plattsburgh, N.Y.)	—	—	**12**
Harrisburg-Lancaster-Lebanon-York, Pa. (48)	62	60	**115**
Harrisonburg, Va. (197)	**17**	—	—
Hartford-New Haven, Conn. (22)	121	**184**	70
Helena, Mont.† (Great Falls, Mont.)	—	—	**5**
Houston (10)	**260**	200	200
Huntsville-Decatur-Florence, Ala. (91)	44	**53**	38
Idaho Falls-Pocatello (157)	13	**18**	17
Indianapolis (25)	117	**134**	127
Jackson, Miss. (84)	32	57	**66**
Jackson, Tenn. (185)	**30**	—	—
Jacksonville, Fla. (63)	48	**89**	43
Johnstown-Altoona, Pa. (79)	—	55	**81**
Jonesboro, Ark. (175)	**27**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	31	**39**	26
Kansas City, Mo. (28)	120	**145**	126
Knoxville, Tenn. (59)	68	**94**	46
La Crosse-Eau Claire, Wis. (130)	18	36	**43**
Lafayette, Ind. (191)	—	**11**	—
Lafayette, La. (109)	44	**59**	—
Lake Charles, La. (171)	—	—	**38**
Lancaster-Lebanon, Pa.† (Hrbrg-Lan-Leb-York, Pa.)	—	**27**	—
Lansing, Mich. (103)	—	**63**	38
Laredo, Tex. (199)	—	**5**	**5**
Las Vegas (99)	29	**36**	35
Laurel-Hattiesburg, Miss. (168)	—	—	**30**
Lexington, Ky. (76)	44	**64**	47
Lima, Ohio (196)	—	—	**18**
Lincoln-Hastings-Kearney, Neb. (90)	27	**56**	15
Little Rock, Ark. (56)	**79**	78	71
Los Angeles (2)	558	493	**614**
Louisville, Ky. (45)	60	98	**99**
Lubbock, Tex. (128)	21	**28**	26
Macon, Ga. (142)	20	**41**	17
Madison, Wis. (107)	32	**50**	38
Manchester, N.H.† (Boston)	**28**	—	—
Mankato, Minn. (207)	—	**15**	—
Marquette, Mich. (186)	—	**20**	—
McAllen-Brownsville, Tex. (117)	**32**	31	23
Medford, Ore. (155)	11	19	**25**
Memphis (41)	76	**115**	110
Meridian, Miss. (169)	**26**	11	6
Miami (14)	160	**190**	178
Milwaukee (29)	108	106	**115**
Minneapolis-St. Paul (13)	166	**191**	143
Minot-Bismarck-Dickinson, N.D. (144)	—	29	**37**
Missoula-Butte, Mont. (149)	—	**26**	24
Mobile, Ala.-Pensacola, Fla. (61)	59	**86**	74
Monroe, La.-El Dorado, Ark. (113)	15	**68**	26
Montgomery, Ala. (120)	22	23	**66**
Nashville, Tenn. (31)	80	**139**	129
New Orleans (33)	91	**133**	112
New York (1)	883	920	**1,016**
Norfolk-Portsmouth, Va. (46)	77	**87**	82
North Platte, Neb. (209)	—	—	**7**
Odessa-Midland, Tex. (146)	24	**29**	23
Oklahoma City (36)	78	**101**	90
Omaha (72)	**73**	66	67
Orlando-Daytona Beach, Fla. (30)	**113**	**113**	112
Ottumwa, Iowa-Kirksville, Mo. (202)	**17**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (73)	32	**75**	61
Palm Springs, Calif. (187)	**7**	—	5
Panama City, Fla. (176)	20	—	**25**
Parkersburg, W.Va. (198)	—	—	**7**
Peoria, Ill. (98)	35	38	**42**
Philadelphia (4)	**490**	421	432
Phoenix (23)	121	**130**	101
Pittsburgh (12)	**247**	217	167
Portland, Ore. (24)	111	**114**	105
Portland-Poland Spring, Me. (78)	48	40	**50**
Presque Isle, Me. (201)	—	**7**	—
Providence, R.I.-New Bedford, Mass. (39)	96	82	**126**
Quincy, Ill.-Hannibal, Mo. (153)	—	**31**	**31**
Raleigh-Durham, N.C. (38)	108	**109**	38
Rapid City, S.D. (162) *	**22**	—	16
Reno (123)	**29**	21	21
Richmond, Va. (55)	65	**83**	63
Roanoke-Lynchburg, Va. (69)	47	**75**	58
Rochester, Minn.-Mason City, Iowa (141)	25	22	**26**
Rochester, N.Y. (71)	55	**63**	58
Rockford, Ill. (111)	31	**33**	28
Roswell, N.M. (183)	—	**16**	—
Sacramento-Stockton, Calif. (20)	134	132	**158**
St. Joseph, Mo. (189)	**17**	—	—
St. Louis (17)	162	**197**	188
Salinas-Monterey-San Jose, Calif. (110)	**42**	21	31
Salisbury, Md. (167)	11	**21**	—
Salt Lake City (42)	**101**	93	90
San Angelo, Tex. (193)	—	**12**	—
San Antonio,Tex. (44)	89	**109**	77
San Diego (26)	92	**114**	79
San Francisco (5)	277	**285**	272
Santa Barbara-Santa Maria, Calif. (114)	21	**22**	15
Sarasota, Fla. (158)	**22**	—	—
Savannah, Ga. (108)	30	**46**	26
Seattle-Bellingham-Tacoma (16)	**175**	136	170
Selma, Ala. (208)	—	**7**	—
Shreveport, La.-Texarkana, Tex. (53)	80	**87**	65
Sioux City, Iowa (139)	**32**	14	30

ADI (rank)	1984 households (000) ABC	CBS	NBC
Sioux Falls-Mitchell, S.D. (93)	35	**59**	26
South Bend-Elkhart, Ind. (85)	38	**59**	57
Spokane, Wash. (75)	45	46	**51**
Springfield, Mass. (94)	39	—	**42**
Springfield, Mo. (82)	22	57	**61**
Springfield-Decatur-Champaign, Ill. (70)	55	**64**	61
Syracuse, N.Y. (67)	55	74	**76**
Tallahassee, Fla. (132)	11	**47**	8
Tampa-St.Petersburg, Fla. (18)	175	**207**	155
Terre Haute, Ind. (127)	12	39	**40**
Toledo, Ohio (60)	57	87	**88**
Topeka, Kan. (136)	7	**33**	23
Traverse City-Cadillac, Mich. (138)	13	**43**	32
Tucson, Ariz. (83)	44	42	**47**
Tulsa, Okla. (54)	89	**91**	63
Tuscaloosa, Ala. (188)	—	**10**	—
Twin Falls, Idaho (204)	—	—	**10**
Tyler, Tex. (160)	**49**	7	—
Utica, N.Y. (159)	14	—	**24**
Valdosta, Ga.† (Tallahassee,. Fla.)	**6**	—	—
Victoria, Tex. (203)	5	—	**7**
Waco-Temple, Tex. (95) *	39	**46**	—
Washington (9)	221	**237**	230
Watertown-Carthage, N.Y. (172)	—	**23**	—
Wausau-Rhinelander, Wis. (131)	25	**37**	12
West Palm Beach-Ft. Pierce, Fla. (62)	45	24	**57**
Wheeling, W.Va.-Steubenville, Ohio (123)	—	44	**51**
Wichita-Hutchinson, Kan. (57)	59	**73**	62
Wichita Falls, Tex.-Lawton, Okla. (126)	25	**28**	26
Wilkes Barre-Scranton, Pa. (50)	**96**	65	91
Wilmington, N.C. (151)	27	—	**55**
Yakima, Wash. (122)	21	**32**	25
Youngstown, Ohio (92)	40	**60**	51
Zanesville, Ohio (200)	—	—	**11**

Lucky numbers for 'Wheel of Fortune'

It stays number one in Nielsen's Cassandra figures for November sweeps; programing with limited reach places second and third; 'M*A*S*H' is fourth, 'Three's Company' is fifth

Wheel of Fortune extended its hold as the number-one syndicated television show in the A.C. Nielsen Co.'s Cassandra report for the November 1984 local sweep period.

Southwest conference football, seen in 19 markets representing 7.4% coverage of U.S. TV homes, was second, averaging 10.7/35. *Women of Russia*, in nine markets representing 12.6% coverage, was third at 10.4/16. *M*A*S*H* was fourth, while *Three's Company* was fifth, among the 439 programs rated and ranked in the report, released last week. (Cassandra rankings are in descending order of ratings alone and take no account of the size of a program's distribution.)

Family Feud PM, which was number one in November 1983 but yielded that ranking to *Wheel* last May, was the seventh-ranked program. *Entertainment Tonight* was sixth.

Wheel of Fortune averaged a 16.4 rating/29 share in 179 markets (98.1%, the highest coverage of any show), up from a 12.1/23 in 59 markets a year earlier. It was number one not only in total but also among women, aged 18-49 (10.7 average rating), total women (13.8), total men (9.9) and adults (12.0). *Wheel* was third among men, aged 18-49 (7.5), eighth among teen-agers (6.7) and 22d among children (7.0).

*M*A*S*H* averaged 10.0/22 in 164 markets (86.8% coverage) in taking fourth place, while *Three's Company* had a 9.6/21 in 167 markets (95.2% coverage) in placing fifth and *Entertainment Tonight* did an 8.7/17 in 141 markets in securing sixth. Rounding out the top 10 were *Family Feud PM* (8.4/16 in 111 markets), *PM Magazine* (8.2/15 in 67 markets), *Hee Haw* (7.9/18 in 169 markets) and *People's Court* (7.8/20 in 169 markets).

Among the top-rated game shows, after *Wheel* and *Family Feud*, were *Jeopardy*, which with a 7.2/21 in 116 markets (79.9% coverage) tied for 15th overall, and *Name That Tune*, (74.9% coverage) which averaged 6.5/14 in 96 markets to rank 19th. Among others, *Let's Make a Deal* averaged a 3.9/14 on 109 stations (71.1% coverage) to tie for 64th. *Anything for Money* did a 3/11 on 90 stations (70.6% coverage), tying for 118th.

Donahue held its number-three position among interview shows, after *Entertainment Tonight* and *PM Magazine*. *Donahue* did a 5.9/28 in 171 markets to join a five-way tie for 24th.

Among new off-network syndication series, *Diff'rent Strokes* ranked the highest, 12th, with a 7.6/17 in 85 markets, followed by *Benson* (7/15) tied for 17th, *Too Close for Comfort* (6/13) tied for 22d, *Dukes of Hazzard* (5.9/15) tied for 24th, *Hart to Hart* (5.3/12) in a four-way tie for 33d and *Dallas* (4.7/11) tied for 45th. Among women 18-49, however, *Dallas* pulled a 4.4 rating,

Wheel of Fortune

CONEY ISLAND
SAN FRANCISCO
TOKYO
M*A*S*H

Three's Company

Cable stocks turning in strong performance

Sample of seven MSO's shows them doing better than stock market average since August

Cable stocks are playing to an attentive audience on Wall Street as both trading volume and prices have outperformed the market in recent months.

Since the end of May, just before the announcement of the first cable bill compromise, the Standard & Poor's 500 has risen 10%. During the same period—seven of the major MSO stocks tracked by BROADCASTING have risen 28%, and four companies which derive more than three-quarters of their revenue from cable: Tele-Communications Inc., TCA Cable TV, United Cable and Comcast, have seen the value of their shares jump by an average of 37%. (The other three companies tracked were Heritage, Storer and Cox.)

Almost all stocks benefitted during the sudden jump in prices at the end of July, but even using this time frame, the performance of MSO stocks has been superior. The S&P 500 has drifted up and down and last Wednesday's close at 165.37 was almost even with its closing price of 165.42 on Aug. 10. The seven MSO stocks meanwhile have increased an average of 8%, and the four cable-heavy stocks rose by 12%.

Both industry executives and securities analysts told BROADCASTING that the improved market performance can be attributed to reasons of both substance and mood. The substance includes lower interest rates; reduced impact of construction costs as companies have fewer new builds; initial indications that pay-per-view will be a valuable revenue source, and basic rate increases enabled by the Cable Communications Policy Act of 1984. The mood, they said, is that cable is now a more stable industry with more control over its destiny, and that competition from new technologies does not pose the threat previously imagined.

Both substance and mood have contributed to increased trading activity of cable stocks. In 1984, trading volume on the New York stock exchange was evenly spread between the first and second half, and four of the six heaviest volume months occurred before June. With the cable stocks the opposite was true, with five of the top six volume months occurring after June.

Some of the buyers in 1984 have been institutions such as banks, mutual funds and insurance companies, which have expanded their investment in the industry. Since the beginning of last year the percentage of total shares held by institutions has increased in all but one of the sample MSO's (see chart) according to CDA Investment Technologies, a Silver Spring, Md.-based financial services firm. Spiro Kripotos, executive vice president at CDA, said the average change of plus 5.3% for the seven companies was a "reasonably substantial change in just nine months."

An executive at one of those institutional investment firms cited the deregulation of basic rates as one reason institutions have become more interested in cable. "The industry's ability to raise basic rates, which are now underpriced, will have a large enough effect on the income of those companies and dramatically affect their valuation." That was also the conclusion of Rich McDonald, securities analyst for First Boston Corp., who issued a mid-November report that said "substantially" increasing basic rates will more than compensate a subsequent loss of pay subscribers or from the adoption of a pricing strategy with lower pay rates.

Gordon Crawford, senior vice president at Capital Research Co., a Los Angeles-based investment firm with more than $8 billion in assets, said: "We own a lot of cable stock and our interest in them in the last year or so has increased considerably for a number of reasons. Everyone is talking about the cable bill and the pricing of basic services, but I think the biggest thing to look at in this business is that it is very capital intensive and most companies' capital spending peaked in 1982 or 1983. As a result, cash flow is continuing to move up and most companies are now showing positive cash flow." This, he added, is occurring while interest rates are dropping and revenues are increasing.

"Another factor from an investor's point of view," Crawford continued, "is that there is a compelling reason for the business to consolidate. There are definite advantages of scale here in terms of overhead and purchasing programing and equipment. I think the recent decline in interest rates will help that consolidation."

Cable executives are happy about the strong market for their companies' stock and, while disclaiming any clear understanding of how the stock market works, give more than a little credit to the new cable bill.

According to Fred Nichols, executive vice president and chief operating officer of TCA Cable TV, the act had an unquantifiable effect on outside perception of the industry: "Television, radio and publishing have all had established communications laws that have legitimatized them as industries. Until this bill was passed we were not considered as a legitimate business."

Bill Elsner, vice president of finance for

Investment in cable stocks by institutions

Company	Institution-owned shares as of Sept. 30	As % of shares outstanding	Change in institutional component since Dec. 31, 1983
Comcast	5,105,000	41.5%	9.0
Cox	12,636,000	44.8%	6.2
Heritage	1,856,000	24.5%	10.7
Storer	8,290,000	50.6%	0.7
TCA Cable	831,000	12.5%	2.5
TCI (class A)	22,317,000	53.4%	− 1.2
United Cable	4,026,000	36.5%	9.3

Figures supplied by CDA Investment Technologies.

Seven-month tabulations

Company	Stock price May 31	Stock price Jan. 2	% increase
Comcast	12⅝* **	19⅞	57
Cox	46	48⅛	5
Heritage	15¾	18¼	16
Storer	35⅜	45⅝	29
TCA Cable	12¾*	14	10
TCI (A)	16⅛*	22¾	41
United Cable	21¾	30½	40
Seven stock average			28
Standard & Poor's 500	150.55	165.37	10

* Bid price.

** Adjusted for 3-for-2 split in September.

United Cable Television, also attested to the act's symbolic importance: "It codified something that had been happening but had not been noticed. For a long time through the FCC and the courts we had been getting price increases anyway... but the bill represents putting it into stone."

Discussions at recent industry forums have indicated confusion about certain provisions of the new act. But National Cable Television Association President James Mooney said the bill unquestionably is a good sign for the financial community: "I think there will always be a beginning period of judicial ambiguity in any legislative act, but I don't think there is ambiguity with respect to the main features of the act as it applies to rate and packaging deregulation and to the stability of the assets."

Bernard Gallagher, vice president and treasurer for Comcast, the 15th-ranked MSO, said that company's stock benefitted from several of the factors others had mentioned. He noted that it recently completed several years of major construction as eight new systems became operational. Consequently, in 1984 Comcast began reporting a positive cash flow. In addition, Gallagher mentioned the Supreme Court's *Crisp* decision in June limiting the rights of the states to regulate cable; passage of the cable bill in October, and the mid-November award to Comcast of a Philadelphia franchise. Even a positive article in a major business magazine might have had an important effect, he said: "The industry finally got some positive press coverage compared to the negative press coverage we've gotten for the past couple of years."

Not that there haven't been some negative considerations holding down cable stock prices. Mark Riely, a securities analyst with F. Eberstadt & Co., said that continuing concern about declining revenue from pay services and developing concern about the tax reform proposals of the Treasury Department have partly dampened enthusiasm for the industry.

Rising cable stock prices are not only good for those who have invested, but are also good for the MSO's, according to Mooney: "Prices are a reflection of the attitudes of investors toward the value of cable companies and that in turn has an effect on the psychology of capital markets, such as limited partnerships, banks and other financial institutions. And we are an industry that is still capital-formation sensitive, not only because of new builds but because of the need to rebuild and upgrade existing plant."

How much more upward movement can be expected with these stocks? First Boston's

Bad news first. Multimedia is considering assessing its share of 1985 operating losses from Sports Time to the fourth quarter. Year-to-date losses from basic and pay cable service, one-third owned by Multimedia, have totaled 22 cents per share in the first three quarters. The company already said it anticipated eight cents per share write-off in the fourth quarter from Sports Time losses. The accelerated write-off would reduce results an additional five to 10 cents.

Bottom Line

Now you see it. MGM/UA Entertainment Co., 85% owner of home video, pay TV and ancillary markets subsidiary, MGM/UA Home Entertainment Group (HEG) Inc., has announced intention to purchase remaining 15% of HEG shares. In exchange for each share, public shareholders would reportedly receive note with $28 face value, paying 10%, due 1993 and callable at any time. MGM/UA HEG was set up as public company on Dec. 30, 1982, with shares selling at $12. Proceeds and other money were used to make $60-million advance payment to parent company. Frank Rothman, chairman of parent company, said complete merger is designed to "take advantage of the dramatic changes in MGM/UA's financial condition," and would permit more efficient combined sales organization. Subsidiary's chairman, president and chief executive officer, Seymour Leslie, will meet with outside counsel, directors and investment bankers to evaluate bid.

□

Decline foreseen. General Instrument Corp. said it expects results for second half of its current fiscal year, which ends Feb. 28, 1985, to be "significantly below" those for first half, which ended Aug. 26 and which produced net earnings of $20,784,000 or 66 cents a share on revenues of $507,302,000. "Continued softness in the cable TV market, resulting in reduced order input and competitive price pressure, is adversely affecting margins," said F.G. Hickey, chairman and chief executive officer. "In addition, in October and November, an unexpectedly sharp reduction occurred in order input in all of our semiconductor operations. Results in this segment of our business in the second half are expected to be considerably below the first half." Hickey added: "When new cable system construction begins in the uncabled cities, overdue from earlier projections, it is believed cable order input will improve considerably" and that many observers think "a strong order pattern will return shortly" to the semiconductor market.

□

Westwood up. Westwood One, radio producer and syndicator based in Culver City, Calif., has reported revenues for fourth quarter ended Nov. 30, 1984, of $3.7 million and net income of $555,000 or 21 cents per share, up from 1983 fourth quarter revenues of $2.5 million and net income of $402,000 or 20 cents per share. Fiscal year revenues for company, which went public last spring, rose from $9.4 million to $12.8 million, with net income up from $1.1 million, or 56 cents per share, to $1.9 million, or 83 cents per share. Company attributed boost to its ability "to attract more national advertisers at higher average rates... spread over a relatively stable cost base."

□

No signals. Signal Companies issued statement that it would no longer comment on speculation about possible acquisition targets. La Jolla, Calif.-based manufacturer and parent of Ampex Corp. has about $1.2 billion in liquid assets in addition to $1 billion in bank credit and has previously indicated desire to grow through purchasing one or several other companies.

□

Franc-ly in debt. Organizer of First International Music Video Festival of St. Tropez last October (BROADCASTING Oct. 15, 1984) filed in Paris court for French equivalent of chapter 11 bankruptcy. RS Communications, privately held French publishing firm, whose periodicals cover home video, cable television and record industries, reportedly owes money to St. Tropez hotels and restaurants and other companies that provided services to festival. John E. Nathan, president of Overseas Music and Video Services, which represented festival in U.S., said bankruptcy was apparently result of higher than expected costs of festival and lower than expected advertising in RS publications. Nathan added that St. Tropez officials intend to continue festival, with or without RS.

□

Good news first. Moody's raised rating on M/A-Com Inc. subordinated debt from Ba1 to Baa3 (on scale of Aaa1 to C3), citing "company's strengths—an expanding equity base, strong defense business and impressive microwave technology." Rating service, however, also took note of "uncertainties surrounding direct broadcast satellite industry and slow growth projected for CATV coaxial cable sales that could affect earnings growth and operating margins in the company's commercial business group." Burlington, Mass.-based M/A-Com said it had increased revolving credit and term loan agreement to $150 million from $100 million, but did not indicate any plans for use of proceeds.

□

Miami price. At recent Paine Webber media conference, Knight-Ridder president, James K. Batten, said company's Viewtron videotex service in South Florida now has more than 3,100 subscribers and will post operating losses in 1984 of between $16 million and $17 million. "The project's cost [operating losses] in 1985," he added, "under our current plans will be $2 million to $3 million less than that." Board of directors approved re-purchase of up to two million of company's outstanding shares. Company set no deadline for repurchase program and said shares would be held for general corporate purposes.

McDonald said "there is still 20% to 25% left in the short term." Crawford agreed, "I think there is a lot of room in those stocks. Most of these companies still sell at around half of private market value and I think those private market values are growing at 15%-18% per year."

Eberstadt's Riely said, "I would be surprised if the cable stocks did not outperform the marketplace this year. With lower interest rates many of these companies will be able to restructure their debt at better fixed rates. Furthermore, with broadcast stocks currently out of favor, there may be more rotation of investment within the media group."

Answering with a mixed forecast was one securities analyst who said, "It depends on whether the company is going to move up based on its own operations or whether it is a candidate to be sold. If it is going to be sold these stocks are still selling at a big discount. I think prices should level off, although the market will go over on the upside, just as it does on the downside." □

Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Anixter Brothers	First	$165,654	19	$4,384	10	$0.24
Cable TV Industries	Third	$9,403	23	$297	68	$0.10
Chris-Craft	First	$47,882	8	$3,789	39	$0.53
Pico Products	First	$5,348	60	($469)	NM	($0.13)
Sony	Fourth	$1,417,029	14	$70,098	35	$0.30
	Year	$5,149,167	14	$291,555	140	$1.26
Texscan	Second	$18,013	−13	$127	−92	$0.02

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

Anixter president, Alan Anixter, said company's record first-quarter revenue was due to "strength in all facets of the company's distribution business, including cable TV." ■ **Sony** noted increased sales of VCR's and "increased exports, especially to the United States." It also said video equipment for broadcast and institutional uses "continued to sell extremely well." Company said year-long earnings gain was due to increased production/capacity ratio; reduced production and interest costs, and gain from public sale of shares in Sony Magnescale Inc., formerly wholly owned subsidiary. Sales of video equipment, both consumer and professional, increased 12% over previous year and accounted for 41% of total sales.

Programing

Airwaves used to aid needy

During holiday season, broadcasters sponsor programs to raise money for starving in Africa, poor in U.S.

Broadcasters, in the spirit of the season, have initiated programs in the past month to help the hungry, sick and needy in the U.S. and abroad.

The starving people of Ethiopia have received the most widespread assistance. Gilmore Broadcasting Corp., under the direction of its president and chief executive officer, James S. Gilmore Jr., "embarked on a campaign, reaching out to its more than eight million viewers and listeners in 13 states and hundreds of other broadcasters across the country," to raise money for famine-stricken African nations.

The company made the announcement in an "open letter" published in the *Kalamazoo* (Mich.) *Gazette*. It noted only that it had made a significant contribution to the cause ($25,000, according to other sources), and provided the address of the Save The Children Federation (Box 925, Westport, Conn. 06881) for others who wished to do the same.

A PSA designed by Lou Farraye, vice president of research and programing for Gilmore, was offered to general managers of its three television and three radio properties. Also, according to Gilmore's consultant, Washington-based Larry Patrick, Jim Gilmore sent personal letters to 80-90 key broadcast owners, "most of them affluent, and community leaders," asking them to consider contributing. Sources at Gilmore Broadcasting said the company received "one-and-a-half to two dozen" replies, many with copies of letters sent to the federation.

The Save The Children Federation reported that broadcasters were indeed making a difference. "There's no question that the media taking it on themselves are doing [much to help the situation]," said Kate Clark, press coordinator. Their "effect is so much greater" because they have access to large amounts of money, she said. Clark noted the efforts of radio and television stations across the country, including the $8,000 contribution of WTIC-AM-FM Hartford, Conn., and the donation by Detroit television stations of $25,000 worth of time for PSA's and promotional spots to aid a Detroit ad agency's fundraising campaign. Clark credited Tom Brokaw's *NBC Nightly News* report with making Americans aware of the Ethiopian situation, and said that in the eight weeks following the Oct. 23 broadcast, the federation received $2.4 million from all sources. She could not estimate how much of that amount came from the broadcasters in the U.S.

In addition, the broadcast industry also gave its members recognition. WCVR(AM)

Helping hand. Tom Sawyer (right), NBC's vice president for Washington operations, presented First Lady Nancy Reagan with a $25,000 check for Children's Hospital National Medical Center. The money was raised by NBC's annual television special, ***Christmas in Washington***, which was produced by George Stevens Jr. (left).

KTTV(TV) Los Angeles □ *Tell Them I'm a Mermaid.*

KTVK(TV) Phoenix □ *Make a Wish for Christmas.*

Wisconsin Public TV Network, Madison, Wis. □ *Special Care.*

Educational radio programs

CBS News □ *D-Day Plus Forty Years.*

NBC Radio Network □ *Healing the Wounds/Prisoners of War.*

Religious TV programs

Church of Jesus Christ of Latter Day Saints □ *The Last Leaf.*

WCVB-TV Boston □ *Auschwitz and America.*

Religious radio programs

KGW(AM) Portland, Ore. □ *Open Door. . .Near Death Experience.*

WICR-FM Indianapolis □ *Lifesigns: Teen Pregnancy.*

Youth-oriented radio program

KFRC(AM) San Francisco □ *Youth on the Air: Shoplifting.*

TV PSA's

NBC-TV □ *One to Grow On.*

WLVI-TV Boston □ *Kid Tips.*

Radio PSA

KNOM(AM) Nome, Alaska □ *Your Catholic Neighbors.*

Getting a Handel on Bach. A series of special programs honoring the 300th birthdays of Johann Sebastian Bach and George Frederic Handel will be aired over the next few months by American Public Radio.

Scheduled for January are four weekly broadcasts featuring the music of Bach performed by the Chamber Music Society of Lincoln Center, New York. The programs, each varying from 90 minutes to two hours in length, are being produced by public radio outlet WNYC-AM-FM New York.

In February, the month of Handel's birthday, the network will present four documentaries on the famed composer from the Canadian Broadcasting Corp. Additionally, the Handel and Haydn Society of Boston will perform perform the "earliest version" of Handel's "Alexander's Feast," which will be fed live via satellite on Feb. 22. There will also be a special Carnegie Hall production of Handel's "Semele," which will be offered to stations on Handel's birthday, Feb. 23.

The focus shifts back to Bach in March with a series of seven CBC documentaries on the composer's life. And, according to American Public Radio, the highlight of the special tercentenary programing will come on Bach's birthday, March 21, when the network feeds 14½ hours of continuous music and talk programing beginning at [illegible] m. NYT.

The specials are being offered exclusively to American Public Radio's 278 affiliated stations. Underwriting was provided by the American Public Radio Program Fund, the Musical Heritage Society and the Maxwell Corp. of America.

Short TV features

NBC-TV □ *The Tijuana Nun.*

WBZ-TV Boston □ *Neighbor Four Neighbor.*

WKBW-TV Buffalo, N.Y. □ *I Carry a Badge.*

Short radio features

CBC English Radio Network □ *Juluka.*

WOR(AM) New York □ *Drunk Driving Patrol.*

CBS takes another holiday-week win

CBS continued its winning ways last week in the prime-time ratings race, taking the 14th week of the 1984-85 season by more than two full rating points and four share points with a 16.5/28. With the current season now half over, the two biggest questions appear to be by what margin CBS will win, and whether NBC can keep its hold on second place until the finish, 14 weeks away. It held on to second place last week with an average 14.4/24, well ahead of third-place ABC, which averaged an 11.9/20.

So far this season, CBS has come out on top 12 of 14 weeks, finishing second and third once each. NBC has finished first twice, second eight times and third four times. ABC is still winless this season, finishing last nine times and second five times. Season to date, the averages are: CBS, 16.9/27; NBC, 16.1/26, and ABC, 15/24.

In evening news, CBS's performance is just as solid. For week 14, *CBS Evening News* placed first with a 12.6/24, two points ahead of ABC, which recaptured second place in its season-long battle for that spot with NBC. ABC's *World News Tonight* averaged a 10.6/21 while *NBC Nightly News* received an average 10.1/19.

CBS scored big in week 14 with the only premiere series program, *Crazy Like a Fox* (Sunday, 9-10 p.m.), a light-hearted action/adventure show about a detective and his married son. The premiere episode placed third of the week's programing with a 23.4/36.

CBS captured six of seven nights in week 14—losing only Tuesday night when it placed third with a repeat of an hour-long Bugs Bunny movie and the two-hour special, *Kennedy Center Honors*.

NBC placed first once, third once and second five nights, each time to CBS's first place finish. NBC captured Tuesday with the action-packed lineup of *A-Team*, *Riptide* and *Remington Steele*, giving the network an average 17.8/34.7 on the night. ABC finished second on Tuesday with an average 10/19.5, with the lineup of *Three's a Crowd*, *Who's the Boss*, *Glitter* and *Paper Dolls*.

ABC placed second for the first two nights of the week (Monday and Tuesday), falling to third on Wednesday where it remained for the rest of the week. Three of the bottom five programs for the week belonged to ABC, including *Glitter*, which only recently was brought back from hiatus, and which scored a 9/17 for a new episode in the Tuesday 9 to 10 p.m. slot. A one-hour *Closeup* documentary on the Supreme Court, which aired Saturday, Dec. 29 at 10 p.m., finished dead last in the ratings for the week, with a 5.5/10.

The combined network rating/share was a 42.8/72 for week 14, compared to a 47.1/76 for the same week a year ago. The HUT level was also down, from a 62 a year ago to 59.4 this year.

Rank □	Show □	Network □	Rating/Share
1.	Dallas	CBS	24.5/38
2.	NFL Playoff, 7-7:17 p.m.	NBC	24.2/40
3.	Crazy Like a Fox	CBS	23.4/36
4.	Bill Cosby Show	NBC	23.4/35
5.	Family Ties	NBC	22.7/34
6.	Murder, She Wrote	CBS	22.3/34
7.	60 Minutes	CBS	22.2/35
8.	Falcon Crest	CBS	21.2/36
9.	Simon & Simon	CBS	20.5/31
10.	Knots Landing	CBS	20.3/33
11.	Cheers	NBC	18.9/28
12.	Riptide	NBC	18.8/35
13.	Trapper John, M.D.	CBS	18.8/30
14.	Remington Steele	NBC	18.4/37
15.	Fast Times Ridgemont High	CBS	18.3/29
16.	Facts of Life	NBC	17.3/26
17.	Magnum, P.I.	CBS	17.1/26
18.	Knight Rider	NBC	16.8/26
19.	Night Court	NBC	16.8/25
20.	Fall Guy	ABC	16.6/26
21.	A-Team	NBC	16.1/32
22.	Cover-Up	CBS	16.1/30
23.	Highway to Heaven	NBC	16.0/25
24.	Close Encounters	ABC	15.8/24
25.	Popeye	NBC	15.5/24
26.	On Golden Pond	NBC	15.1/24
27.	Charles in Charge	CBS	15.0/23
28.	Dukes of Hazzard	CBS	14.9/24
29.	Cagney & Lacey	CBS	14.1/30
30.	E/R	CBS	14.1/22
31.	Hill Street Blues	NBC	14.0/23
32.	T.J. Hooker	ABC	13.7/23
33.	Diff'rent Strokes	NBC	13.6/23
34.	Mike Hammer	CBS	13.4/22
35.	Malibu, part 1	ABC	13.3/21
36.	It's Your Move	NBC	13.3/20
37.	Love Boat	ABC	13.0/22
38.	Airwolf	CBS	12.9/21
39.	Newhart	CBS	12.7/27
40.	St. Elsewhere	NBC	12.6/20
41.	Kate & Allie	CBS	12.5/28
42.	Silver Spoons	NBC	12.1/19
43.	Gimme A Break	NBC	12.0/20
44.	Punky Brewster	NBC	11.9/19
45.	20/20	ABC	11.7/19
46.	Scarecrow & Mrs. King	CBS	11.6/26
47.	Who's the Boss?	ABC	11.6/22
48.	Ripley's Believe It or Not	ABC	11.4/18
49.	Starflight	ABC	11.3/25
50.	Gator Bowl	ABC	11.2/18
51.	Partners in Crime	NBC	11.0/20
52.	Spencer	NBC	10.8/18
53.	Hot Pursuit	NBC	10.7/18
54.	Three's A Crowd	ABC	10.4/21
55.	TV Bloopers & Prac. Jokes	NBC	10.2/23
56.	Paper Dolls	ABC	10.1/20
57.	Bugs Bunny Special	CBS	9.5/19
58.	Malibu, part 2	ABC	9.1/14
59.	Glitter	ABC	9.0/17
60.	Kennedy Center Honors	CBS	7.8/15
61.	Wedding on Waltons Mountain	NBC	7.2/16
62.	ABC News Closeup	ABC	5.5/10

*indicates premiere episode

Seller is owned by D. Wayne Zimmerman, and his wife, Marion. It has no other broadcast interests. Buyer is owned by Del M. Reynolds and Byron F. Bordt. Reynolds is general manager at WQLZ(AM)-WCBY(FM) Cheboygan, Mich. Bordt is former Dearborn, Mich., computer programer. It has no other broadcast interests. Action Dec. 13.

■ WHLT(TV) Hattiesburg, Miss. (ch. 22; ERP vis. 672 kw; aur. 100 kw; HAAT: 802 ft.; ant. height above ground: 735 ft.)—Granted assignment of CP from Central Television Inc. to Broadcasters of Mississippi Inc. for $55,298.70. Seller is principally owned by Frank K. Spain. It also owns WTVX(TV) Fort Pierce, Fla.; WTVA(TV) Tupelo, WHTV(TV) Meridian, both Mississippi, and WYDE(AM) Birmingham, Ala., which has been sold ("Changing Hands," Aug. 20) pending FCC approval. Buyer is principally owned by David R. Bradley and family. It owns KAAL-TV Austin, Minn. Bradley also has interest in KNTV(TV) San Jose, Calif.; KLAS-TV Las Vegas, and WTAR(AM)-WLTY(FM) Norfolk, Va. It also owns CP for new TV in Laurel, Miss. Action Dec. 12.

■ KCVK(AM)-KYZZ(FM) Wolf Point, Mont. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 92.7; 1 kw; HAAT: 496 ft.)—Granted assignment of license from KCVK Inc. to Wolf Point Broadcasting Co. for $775,000, comprising $100,000 cash, assumption of approx. $246,000, noncompete agreement of $50,000 and $379,000 note. Seller is owned by Robert A. Lundstrom, president and general manager. He is also app. for new FM in Rock Springs, Wyo. Buyer is owned by Alan Henning and Dennis Danielson, who also own KBTO-FM Bottineau, N.D. Action Dec. 14.

■ KRZE(AM)-KRAZ(FM) Farmington, N.M. (AM: 1280 khz; 5 kw-D; FM: 96.9 mhz; 100 kw; HAAT: 300 ft.)—Granted assignment of license from Robert L. Finch, trustee, to D.P. Inc. for $750,000 cash. Seller has no other broadcast interests. Buyer is owned by Homer G. Pirkey, former general manager of KNDN(AM) Farmington. He has no other broadcast interests. Action Dec. 14.

■ WELV(AM)-WDRE(FM) Ellenville, N.Y. (AM: 1370 khz; 5 kw-D; FM: 99.3 mhz; 3 kw; HAAT: 1,630 ft.)—Granted assignment of license from Catskill Broadcasting Corp. to Stratus Communications in New York Inc. for $780,000, comprising $230,000 cash including $30,000 noncompete agreement and remainder note. Seller is principally owned by Alfred Dresner, president, and his brother, Sy. They also own WCCC-AM-FM Hartford, Conn. Buyer is principally owned by R. Peter Straus, chairman. It also owns WMCA(AM) New York and has interest in WFTR-AM-FM Front Royal, Va. Straus's wife, Ellen, also has app.'s for new AM and new FM in Washington. Action Dec. 13.

■ WIGS-AM-FM Gourvenor, N.Y. and WTPL(FM) Tupper Lake, N.Y. (WIGS: 1230 khz; 1 kw-D; WIGS-FM: 95.3 mhz; 3 kw; HAAT: 120 ft. WTPL: 102.3 mhz; 75 w; HAAT: 1,450 ft.)—Granted assignment of license from DeHart Broadcasting Corp. to RGR Broadcasting of Gouvernor Inc. for $400,000, with $240,000 for WIGS and $160,000 for WTPL, comprising $50,000 cash remainder note for WIGS. Seller is owned by Robert W. Hartshorn and his wife, Romayne. They have no other broadcast interests. Buyer is owned by Herbert J. Springer, and his wife, Penny (20%), Richard Lee Thompson (20%), Burton Schapiro (20%), Kevin J. Dodge (20%) and 12 others. Herbert Springer was formerly engineer with WMAL(AM) Washington. Penny Springer is director of station relations with Washington Broadcast News Inc. Thompson was engineer with WRQX(FM) Washington. Schapiro is satellite technician with National Public Radio in Washington. Dodge was former sales manager with WEZG(AM) Syracuse, N.Y. Action Dec. 17.

■ KMED(AM) Medford, Ore. (1440 khz; 5 kw-D; 1 kw-N)—Granted assignment of license from Sound Radio Enterprises Inc. to Crater Broadcasting Inc. for $180,000, comprising $20,000 cash and remainder note. Seller is principally owned by Cheri Hawke, who has other broadcast interests. Buyer is owned by Sherry Hill and her husband, Duane. It also owns KRWQ(FM) Gold Hill, Ore. Action Dec. 14.

■ KDAA-FM Woodward, Okla. (92.1 mhz; 3 kw; HAAT: 268 ft.)—Seeks assignment of license from Big Chief Broadcasting of Woodward Inc. to Glen L. Grunwald for $135,000, comprising $70,000 cash and remainder note. Seller is principally owned by Clifford Smith, Jack Beasley and Don Nelson. Smith and Beasley own KREK(FM) Bristow, Okla. It is also app. for new FM in Cordell, Okla. Buyer is Wichita, Kan., investor with no other broadcast interests. Action Dec. 13.

■ KIMM(AM)-KGGG-FM Rapid City, S.D. (AM: 1150 khz; 5 kw-D; FM: 100.3 mhz; 100 kw; HAAT: 450 ft.)—Granted assignment of license from Gene Taylor Broadcasting Inc. to Thomas E. Ingstad Broadcasting Co. for $2,275,000, comprising $275,000 cash and remainder note. Seller is owned by James E. Taylor and his wife, Jeanne. It also owns KYOT(AM) Great Falls, Mont. Buyer is owned by Thomas E. Ingstad, who owns KYKC(AM)-KKRC-FM Sioux Falls, S.D.; WLXR-AM-FM LaCrosse, Wis.; KKXL-AM-FM Grand Forks, N.D.; KXIC(AM)-KKRQ-FM Iowa City, Iowa, and KOVC(AM)-KKVC-FM Valley City, N.D. He also owns, with his brothers, James and Jack, KWAD-(AM)-KKWS-FM Wadena, Minn., and KBMW(AM)-KLTA(FM) Breckenridge, Minn. His other brother, Robert, owns KGFX-AM-FM Pierre, S.D., and KBUF(AM)-KKJQ-FM Garden City, Kan. Action Dec. 5.

■ WCHU-FM Soddy-Daisy, Tenn. (102.3 mhz; 3 kw; HAAT: 700 ft.)—Granted assignment of license from James Gang Broadcasting Inc. to Southern Star Systems Inc. for $310,000 cash. Seller is headed by Charles E. Dunn, president. It has no other broadcast interests. Station has been sold at public auction by U.S. Bankruptcy Court, Eastern District of Tenn. Buyer is equally owned by nine stockholders, Albert P. Woodard, chairman. It also owns WNOO(AM) Chattanooga ("For the Record," Dec. 12, 1983). Action Dec. 13.

■ WJED(AM) Somerville, Tenn. (1410 khz; 500 w-U)—Dismissed app. for assignment of license from Fayette County Broadcasting Co. to Floyd Broadcasting Inc. for $130,000 cash. Seller is principally owned by Edward Plunk, and his wife, Debbie. They also have interest in WNBG(AM) Waynesboro, Tenn. Buyer is owned by W. Dave Floyd and his wife, Betty. Floyd is general manager at station. Action Dec. 13.

■ KKIK(AM)-KWKI(FM) Big Spring, Tex. (1270 khz; 1 kw-D; FM: 95.3 mhz; 1.8 kw; HAAT: 300 ft.)—Granted assignment of license from Big Spring Broadcasting Co. to Bel-Ray Broadcasting Inc. for $900,000, comprising $105,000 cash and remainder note. Seller is owned by Richard E. Oppenheimer, D. Kent Anderson, Robert L. Clarke and four others. It also owns WLCS(AM)-WQXY(FM) Baton Rouge; WZEW(AM) Fairhope, Ala., and KDVE(AM) Nederland, KQXY(FM) Beaumont, KXIL(AM)-KHFI(FM) Austin and KBFM(AM) Edinburg, all Texas. Buyer is owned by Paul E. Lowery (51%) and David Ziebell (49%). Lowery owns WHSM-AM-FM Hayward, Wis., and has interest in WCFL-AM-FM Clintonville, Wis. Zeibell is station's general manager. Action Dec. 11.

■ KYCS(AM) Boerne, Tex. (1500 khz; 250 w-D)—Seeks assignment of license from Ballard Broadcasting Co. to Seed Broadcasting Co. for $175,000, comprising $12,500 cash and remainder note. Seller is principally owned by Drew Ballard, who has no other broadcast interests. Buyer is owned by Alan A. Hemberger; his wife, Jane, and his son, John. Hemberger is anchor at KMOL(TV) San Antonio, Tex. Filed Oct. 31.

Summary of broadcasting
as of October, 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,741	170	4,911
Commercial FM	3,680	418	4,098
Educational FM	1,169	173	1,342
Total Radio	9,590	761	10,351
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	359	252	611
Educational VHF TV	114	2	116
Educational UHF TV	172	31	203
Total TV	1,181	311	1,491
VHF LPTV	203	74	277
UHF LPTV	106	132	238
Total LPTV	309	206	515
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KXYL-FM Brownwood, Tex. (104.1 mhz; 74 kw; HAAT: 205 ft.)—Granted assignment of license from Pecan Valley Broadcasting Inc. to Lewellyn Communications Inc. for $935,000. Seller is principally owned by Mary Nabers. It also owns colocated KXYL(AM). Buyer is owned by Jess W. Lewellyn (36%); his son, Jess (24%), and five others. It is also app. for new FM in Amarillo, Tex. Elder Lewellyn is glass contractor in Euless, Tex. Younger Lewellyn was formerly broadcast operator at KEAN-AM-FM Abilene, Tex. Action Dec. 11.

■ KLOZ(FM) El Paso (102.1 mhz; 57 kw; HAAT: 1,160 ft.; CP for 100 kw)—Granted assignment of license from Jalapeno Broadcasting Inc. to KLOZ Associates for $1,200,000, comprising $150,000 cash and remainder note. Seller is owned by Edward Henson. It also owns WAVG-(AM)-WLRS(FM) Louisville, Ky. Buyer is owned by Robert Sherman. Sherman is former general manager of WNBC(AM) New York and former executive vice president of NBC Radio Stations. He is partner in Della Femina, Travisano, Sherman and Olken, New York-based advertising agency. It has no other broadcast interests. Action Dec. 7.

■ KWED-FM Seguin, Tex. (105.3 mhz; 38 kw; HAAT: 131 ft.)—Granted assignment of license from Stanley W. McKenzie, Emma Jean McKenzie, Edward Sagebiel and Henry O. Lenhoff to American Media Inc. for $4.2 million cash. Seller is owned by Stanley McKenzie (51%), Sagebiel (40%), Emma McKenzie (4.5%) and Lehnhoff (4.5%). They also own co-located KWED(AM). Buyer is owned by Alan S. Beck (44.5%), Gary M. Epstein (52.99%) and Kenneth Van Kohorn (2.51%). It also owns WALK-AM-FM Patchogue, N.Y., and WLIF-FM Baltimore. Action Dec. 17.

■ KUUT(FM) Orem, Utah (107.5 mhz; 45 kw; HAAT: minus 920 ft.)—Granted assignment of license from Christenson Broadcasting Co. to TransCOM Limited Partnership II for $1.5 million, comprising $400,000 cash, assumption of $1 million note and $100,000 note. Seller is principally owned by D. Garry Munson, Scott V. Christianson and Dominica A. DiMaria. It also owns KKPL(AM)-KGGR(FM) Opportunity, Wash.; KIEE(AM) Harrisonville, Mo., and is app. for new FM in Albuquerque, N.M. Buyer is equally owned by Robert G. Herpe and Eric Hauenstein. It also owns KLZI(FM) Phoenix. Action Dec. 17.

■ WXGI(AM) Richmond, Va. (950 khz; 5 kw-D)—Granted assignment of license from Radio Virginia Inc. to American Home Broadcasting Corp. for $250,000, comprising $12,500 cash and remainder note. Seller is principally owned by Douglas Robertson. It has no other broadcast interests. Buyer is owned by Lloyd Gochenour. It also owns WRIS(AM) Roanoke and WJLM(FM) Salem, both Virginia. Action Dec. 14.

■ WEIR(AM) Weirton, W.Va. (1430 khz; 1 kw-U)—Granted assignment of license from The Gilcom Corp. of the Tri-State to Weir Radio Corp. for $750,000, comprising $200,000 cash and remainder note. Buyer is owned by Edward T. Giller. It owns WFBG-AM-FM Altoona, Pa., and WLEE(AM) Richmond, Va. It also is app. for new FM in Shinnston, W.Va. Buyer is owned by Donald Devoriss (95%) and John Rambo (5%). Devoriss formerly owned and Rambo is general manager of WEIR(AM). Action Dec. 5.

■ WXCE(AM) Amery, Wis. (1260 khz; 5 kw-U)—Granted assignment of license from Polk County Broadcasting Co. to Amercom Corp. for $400,000, comprising $150,000 cash and remainder note. Seller is principally owned by Reynold Lark, president. It has no other broadcast interests. Buyer is owned by Richard L. Hencley, E.P. Erickson, Willis K. Drake and three others. It owns WHTL-FM Whitehall, Wis., and KXLV-FM Cambridge, Minn. Action Dec. 7.

■ WNNO-AM-FM Wisconsin Dells, Wis. (AM: 900 khz; 1 kw-D; FM: 107.1 mhz; 2.6 kw; HAAT: 320 ft.)—Granted assignment of license from Voss Radio Inc. to Armada Broadcasting Co. for $375,000 cash, including $50,000 noncompete agreement. Seller is owned by Gary Voss who has no other broadcast interests. Buyer is principally owned by Jerome A. Gerke and L. Robert Van Genderen. Van Genderen is Mitchell, S.D.-based broadcast consultant. Gerke is general manager of KLSC(AM) Watertown, S.D. It has no other broadcast interests. Action Dec. 13.

New Stations

Applications

AM's

■ *Johnstown, Colo.*—Donald A. Wiedman, and his wife, Sharon, seek 1360 khz; 500 w-D. Address: 26886 W.C.R. 17, 80534. Principals have no other broadcast interests. Filed Dec. 24.

■ Walkersville, Md.—Elijah Broadcasting Corp. seeks

C1750-1A

The Fifth Estate

Broadcasting Jan 14

FALL 1985
130 HOURS
LORIMAR

54th Year 1985

NATPE takes over from INTV

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BETHESDA MD 20814

Vol. 108 No. 2

Broadcasting ☐ Jan 14

NATPE 85 opens its door
Votes on stereo must carry revealed at INTV
Advancing on the NAB board

GRAND OPENING □ NATPE 85 opens with a panel of Washington regulators surveying the political scene. Valenti's crystal ball shows pay-per-view as medium of choice for producers. **PAGE 59.** A look at other events on tap for NATPE on **PAGE 82.** An examination of the NATPE syndication marketplace, followed by a list of exhibitors, begins on **PAGE 84.**

GAMING MARKET □ Producers and distributors report slow traffic at INTV exhibitor suites Attendees cite lack of new product. Game shows receive the most attention. **PAGE 60.**

MUSTERING MUST CARRY □ Three FCC commissioners on INTV panel express support for delayed inclusion for must carry of television stereo on cable. Chairman Fowler pulls item from Jan. 18 meeting's agenda. **PAGE 61.**

SOBERING DRIVE □ Combatting movement to ban beer and wine advertisements is key issue at NAB board's winter meeting this week in Palm Springs, Calif. **PAGE 62.**

IN PLACE □ Networks gearing for coverage of second inauguration of the President. **PAGE 64.**

CONSERVATIVE BUY □ SEC filing shows Senator Jesse Helms (R-N.C.) plans to enlist support from conservatives to buy outstanding shares of CBS stock. **PAGE 65.**

BEFORE THE PRESS □ NBC's Tartikoff reviews network's strategy to sustain momentum. Erlicht details ABC's plans to get out of third place. **PAGE 66.**

ROOKIE START □ ABC expects major financial boost with Super Bowl, its first chance to cover annual January event. **PAGE 70.**

INTV 85 □ Independents celebrate a "turning point" convention. **PAGE 130.** Cat is out of bag on stereo TV must carry. **PAGE 134.** Congressmen warn that if bill to ban beer and wine ads makes it to the floor of the House, broadcasters will lose. **PAGE 136.** At session with Hill and FCC staffers, there were no predictions on how beer and wine ad ban would fare in Senate. **PAGE 138.** Syndicators and independent station executives battle over programing marketplace. **PAGE 140.** More local-originated product can produce better image in market, INTV'ers told. **PAGE 142.** Lear encourages indies to take creative risks. **PAGE 144.** Other sessions examine ratings and advertising sales, counterprograming network affiliates and helpful hardware. **PAGES 144-158.**

WHITE HOUSE STORY □ Administration considers satellite-delivered news conferences by President and officials; receives mixed reaction to computer delivery of materials formerly mailed. **PAGE 172.**

IT'S A WONDERFUL TOWN □ New Yorker John von Soosten has had a busy year in his dual capacity as NATPE president and VP, director of programing, for Katz Television. **PAGE 215.**

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Graphics vs. text: the volatile world of videotex

Growth of home personal computers has put a whole new light on a medium that some were ready to write off; but some companies are fine tuning and determined to survive

A few years ago there was an argument within the Fifth Estate as to whether the word "videotex" should have had a "t" on the end. Based on recent developments, it seems as if the "t" should indeed have been added and the word, "computer," substituted for "video."

The original notion of videotex, as an advertiser-supported, sophisticated graphics system received on the television set using a dedicated terminal, is in retreat. In its place the same two-way services (such as home banking and shopping, and on-line news and information) are being offered mostly in simple text form to growing numbers of personal computer owners. The uncertainty over whether there was a demand for those services has ended in a growing competition among major communications, finance and computer companies.

The change in the look of videotex is illustrated by events taking place at Viewtron, the south Florida videotex operation that was the first to start. Since November 1983, the service has provided home banking and shopping, on-line news and information, games and a variety of other two-way services to consumers via a television set and a "Sceptre" terminal made by AT&T.

Officials of Viewdata, the Knight-Ridder subsidiary operating Viewtron, had indicated last year that it was behind schedule in signing up customers. One year after start-up the service had 2,200 local subscribers, or a television household penetration of two-tenths of 1%, at a cost to Knight-Ridder of $36 million. So it was not a great surprise when, last Oct. 31, Viewdata announced spending reductions and a 20% cutback of its 200-member staff. The problems of the operation raised the question of whether there was a demand for the services at all, or whether that demand might be being met elsewhere.

That "elsewhere" could well be what were formerly called on-line data services such as CompuServe, The Source and Dow Jones News Retrieval, all of which began offering news and information to personal computer owners in the mid and late seventies. Originally conceived to make use of main-frame computers in the evening hours, all three services began with stock quotations and news wires but have since expanded their offerings and now resemble graphics videotex services.

Robert L. Smith, director of administration for the Videotex Industry Association, said: "I think there has been a rethinking of the concept of videotex so that it is no longer synonymous with color graphics. It may happen to use color graphics, but other systems like CompuServe have evolved into vi-

CBS takes the week in prime time and daytime

With eight of the top 10 programs, CBS-TV took the prime time ratings race for the week ended Jan. 6, the 15th week of the season, by its biggest margin yet—and also claimed victory for the latest week and the season to date in the daytime ratings as well.

Nielsen's prime time numbers showed CBS with an average 19.3 rating/30 share—4.2 rating points ahead of NBC-TV's 15.1/23 and 4.7 points ahead of ABC-TV's 14.6/22.

The end of 1984 gave the networks a reckoning point for reviewing performance— and making claims—in other dayparts too. Everybody could find something to cheer about.

CBS claimed victory in daytime programing for both the week ended Dec. 30, the latest for which ratings were available, and for the season to date. It could also claim victory for the full calendar year, taking the top spot away from ABC for both the year and the fourth quarter.

NBC claimed "impressive improvements" not only in prime time and daytime, but in late-night, early-morning and Saturday-morning ratings as well. In daytime, NBC said, it was the only network to improve its fourth-quarter rating and share performances over those in the fourth quarter of 1983, going from 4.7/17 in 1983 to 4.8/18 this time, while CBS went from 6.8/24 to 6.6/24 and ABC from 7.0/24 to 5.8/20.

NBC said its *Late Night With David Letterman* averaged 3.3/18 in 1984's fourth quarter, the highest quarterly average ever attained by Letterman, and *Tonight* with Johnny Carson did a 7.1/22, up from 6.8/21 in the 1984 fourth quarter.

ABC meanwhile cheered its *Good Morning, America* as winning the early-morning competition not only for the latest week (ended Dec. 30) but also the quarter and the full calendar year—its fifth consecutive calendar year as number one. For the week it was *GMA* 4.3/21, *Today* 4.1/20 and *CBS Morning News* 3.1/16. For the year (Dec. 26, 1983, to Dec. 28, 1984) *GMA* was out in front by a full rating point, 5.1/24 to *Today's* 4.1/20 and *CBS Morning News's* 3.3/16.

Street Hawk, premiering on ABC in a 90-minute version Friday night, averaged 17.9/26, topping everything against it except CBS's *Dallas* (26.3/38) and ranking 24th for the week.

Rank	Show	Network	Rating/Share
1.	NFL Champ., 7-7:08 p.m.	CBS	32.6/52
2.	Simon & Simon	CBS	27.0/39
3.	Dallas	CBS	26.3/38
4.	Dynasty	ABC	26.2/38
5.	60 Minutes	CBS	25.5/36
6.	NFL Champ., post-game	CBS	26.0/48
7.	Victor/Victoria	CBS	23.6/35
8.	Magnum, P.I.	CBS	22.8/33
9.	Murder, She Wrote	CBS	22.4/31
10.	Rose Bowl, 8-8:36 p.m.	NBC	22.3/32
11.	Bill Cosby Show	NBC	21.8/32
12.	Crazy Like a Fox	CBS	21.8/31
13.	Falcon Crest	CBS	21.5/33
14.	Knots Landing	CBS	21.4/33
15.	Fall Guy	ABC	21.2/31
16.	Family Ties	NBC	21.2/30
17.	Charlie Brown Special	CBS	21.0/29
18.	Hotel	ABC	20.3/33
19.	Webster	ABC	20.3/31
20.	Knight Rider	NBC	18.8/28
21.	Cheers	NBC	18.4/28
22.	Road Warrior	NBC	18.3/27
23.	Trapper John, M.D.	CBS	18.1/30
24.	Streethawk	ABC	17.9/26
25.	Night Court	NBC	17.3/25
26.	Kate & Allie	CBS	16.9/30
27.	Orange Bowl	NBC	16.9/27
28.	Diff'rent Strokes	NBC	16.7/26
29.	20/20	ABC	16.6/26
30.	Thorn Birds, part 1	ABC	16.4/24
31.	Miami Vice	NBC	16.2/25
32.	Love Boat	ABC	16.2/25
33.	Newhart	CBS	15.6/29
34.	Charles in Charge	CBS	15.6/23
35.	Dukes of Hazzard	CBS	15.1/23
36.	Double Trouble	NBC	14.9/23
37.	Cover-Up	CBS	14.7/25
38.	Facts of Life	NBC	14.7/21
39.	Cagney & Lacey	CBS	14.6/29
40.	Gimme A Break	NBC	14.6/23
41.	Mike Hammer	CBS	14.2/22
42.	College Cheerleading Champ.	NBC	14.2/21
43.	Scarecrow & Mrs. King	CBS	14.1/24
44.	Hill Street Blues	NBC	14.1/22
45.	Sharkey's Machine	CBS	14.1/21
46.	Finder of Lost Loves	ABC	14.0/24
47.	Hardcastle & McCormick	ABC	13.8/23
48.	Orange Bowl Parade	NBC	13.7/23
49.	T.J. Hooker	ABC	13.6/21
50.	St. Elsewhere	NBC	13.3/21
51.	Matt Houston	ABC	13.3/21
52.	Airwolf	CBS	13.2/20
53.	It's Your Move	NBC	13.0/19
54.	Ripley's Believe It or Not	ABC	12.9/19
55.	Punky Brewster	NBC	12.2/18
56.	Wolfen	ABC	12.0/17
57.	Berrenger's	NBC	11.9/20
58.	Silver Spoons	NBC	11.9/18
59.	V	NBC	11.9/18
60.	Hard Knox	NBC	11.7/22
61.	The Big Red One	ABC	10.5/20
62.	Hunter	NBC	10.3/15
63.	Sugar Bowl	ABC	7.2/10

ERP to 1.2 kw and change HAAT to 511 ft. App. Dec. 28.

■ WKCD-FM (93.5 mhz) Mechanicsburg, Pa.—Seeks CP to change ERP to 0.575 kw. App. Jan. 4.

■ WYTK (95.3 mhz) Washington, Pa.—Seeks CP to change ERP to 2.14 kw. App. Jan. 4.

■ KIWW (96.1 mhz) Harlingen, Tex.—Seeks CP to change TL and change HAAT to 1,157 ft. App. Jan. 4.

■ KLTR-FM (93.7 mhz) Houston—Seeks CP to change HAAT to 1,720 ft. App. Jan. 4.

■ KXLY-FM (99.9 mhz) Spokane, Wash.—Seeks CP to change ERP to 36.7 kw and change HAAT to 2,998 ft. App. Jan. 4.

■ WKTT (103.1 mhz) Cleveland, Wis.—Seeks mod. of CP to change HAAT to 328 ft. and make changes in ant. sys. App. Jan. 4.

■ KOTB (106.3 mhz) Evanston, Wyo.—Seeks CP to change TL and change HAAT to 1,523 ft. App. Dec. 28.

TV's

Accepted

■ KBFD (ch. 32) Honolulu—Seeks MP to change TL and change HAAT to 424 ft. App. Jan. 2.

■ WWAY (ch. 3) Wilmington, N.C.—Seeks MP to change ERP to vis. 100 kw, aur. 10 kw and change HAAT to 1,953 ft. App. Dec. 28.

■ KSBI (ch. 52) Oklahoma City—Seeks MP to change coordinates and overall height above sea level to 1,304 ft. App. Jan. 2.

■ WTVE (ch. 51) Reading, Pa.—Seeks CP to change ERP to vis. 1,326 kw, aur. 265 kw and change HAAT to 1,051 ft. App. Jan. 2.

■ KZEI (ch. 67) Alvin, Tex.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change TL, and change HAAT to 1,783. App. Jan. 3.

Actions

AM's

■ KDAP (1450 khz) Douglas, Ariz.—Dismissed app. as unnecessary to change SL to TL. Action Dec. 27.

■ WINU (1510 khz) Highland, Ill.—Returned app. to change freq. to 880 khz; add night power with 250 w; increase day power to 5 kw; install DA-2; change TL, and make changes in ant. sys. Action Dec. 20.

■ WIDS (1190 khz) Russell Springs, Ky.—Granted app. to make changes in ant. sys. Action Dec. 20.

■ WVAL (800 khz) Sauk Rapids, Minn.—Granted app. to add night service with 1 kw; increase day power to 10 kw; install DA-2; change freq. to 660 khz, and make changes in ant. sys. Action Dec. 18.

■ WNYM (1330 khz) New York—Granted app. to change from shared time with WPOW(AM) to full time. Action Dec. 27.

■ WXAX (1170 khz) Lexington, S.C.—Returned app. to increase power to 10 kw. Action Dec. 20.

■ WTBN (560 khz) Brentwood, Tenn.—Granted app. to change TL. Action Dec. 21.

FM's

■ KMDX (99.3 mhz) Parker, Ariz.—Granted app. to change SL to 137 West Riverside Drive, Parker. Action Dec. 14.

■ KMZK (106.3 mhz) Sun City, Ariz.—Granted app. to change HAAT to 300 ft. and change TL. Action Dec. 13.

■ KJBA (100.1 mhz) Bethel, Ark.—Granted app. to change HAAT to 64.06 ft. Action Dec. 20.

■ KEZY-FM (95.9 mhz) Anaheim, Calif.—Granted app. to change TL; change ERP to 2.4 kw, and change HAAT to 328 ft. Action Dec. 17.

■ KXVR (99.5 mhz) Mountain Pass, Calif.—Granted app. to change SL. Action Dec. 21.

■ KOCM (103.1 mhz) Newport Beach, Calif.—Granted app. to change ERP to 2.57 kw and change HAAT to 322 ft. Action Dec. 21.

■ KKHI-FM (95.7 mhz) San Francisco—Granted app. to change ERP to 6.9 kw and change HAAT to 1,289.04 ft. Action Dec. 17.

■ *KSCA (88.7 mhz) Santa Barbara, Calif.—Granted app. to make changes in ant. sys. Action Dec. 19.

■ KRXV (98.1 mhz) Yermo, Calif.—Granted app. to change SL. Action Dec. 21.

■ KBCO (97.3 mhz) Boulder, Colo.—Granted app. to change TL; change HAAT to 1,541 ft., and make changes in ant. sys. Action Dec. 14.

■ WPCH (94.9 mhz) Atlanta—Granted app. to install and operate aux. ant. Action Dec. 18.

■ WFMG (105.7 mhz) Augusta, Ga.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,322 ft. Action Dec. 24.

■ WLS-FM (94.7 mhz) Chicago—Granted app. to install aux. sys. Action Dec. 14.

■ WDDD-FM (107.3 mhz) Marion, Ill.—Dismissed app. to install aux. sys.; change ERP to 4 kw, and change HAAT to 418 ft. Action Dec. 19.

■ WTAO-FM (104.9 mhz) Murphysboro, Ill.—Granted app. to change HAAT to 328 ft. Action Dec. 19.

■ KLYF (100.3 mhz) Des Moines, Iowa—Granted app. to install aux. sys. Action Dec. 14.

■ WAMX (93.7 mhz) Ashland, Ky.—Granted app. to change ERP to 50 kw and change HAAT to 590.4 ft. Action Dec. 13.

■ WQXE (100.1 mhz) Elizabethtown, Ky.—Granted app. to change TL and change HAAT to 300 ft. Action Dec. 24.

■ WSIP-FM (98.9 mhz) Paintsville, Ky.—Granted app. to change ERP to 94 kw and change HAAT to 600.24 ft. Action Dec. 19.

■ WRSL-FM (95.9 mhz) Stanford, Ky.—Dismissed app. to change TL; change ERP to 1.4 kw, and change HAAT to 424 ft. Action Dec. 24.

■ KDKS (92.1 mhz) Benton, La.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 300 ft. Action Dec. 24.

■ KVKI-FM (96.5 mhz) Shreveport, La.—Granted app. to make changes in ant. sys. Action Dec. 17.

■ *WFXM (88.1 mhz) Frederick, Md.—Returned app. to relocate tower and change transmitter and ant. Action Dec. 20.

■ WMJX (106.7 mhz) Boston—Granted app. to change ERP to 15.5 kw and change HAAT to 900 ft. Action Dec. 18.

■ WITW (107.1 mhz) Cadillac, Mich.—Dismissed app. to change TL and change HAAT to 300 ft. Action Dec. 19.

■ WCFX (95.3 mhz) Clare, Mich.—Granted app. to change TL and change HAAT to 328 ft. Action Dec. 17.

■ WFMK (99.1 mhz) East Lansing, Mich.—Granted app. to change TL and make changes in ant. sys. Action Dec. 17.

■ *WNCB (89.1 mhz) Duluth, Minn.—Granted app. to move transmitter and ant.; change ERP to 0.494 kw, and change HAAT to 240 ft. Action Dec. 27.

■ KAGE-FM (95.3 mhz) Winona, Minn.—Granted app. to change ERP to 1.31 kw. Action Dec. 19.

■ *KSOZ (91.7 mhz) Point Lookout, Mo.—Returned app. to relocate tower; change HAAT to 787 ft., and change ERP to 22.71 kw. Action Dec. 20.

■ KKEI ('03.1 mhz) Imerial, Neb.—Returned app. to change TL and change HAAT to 208 ft. Action Dec. 20.

■ KWNZ (97.3 mhz) Carson City, Nev.—Granted app. to change TL; change ERP to 29.306 kw, and change HAAT to 2,186 ft. Action Dec. 13.

■ WNYM (1330 khz) New York—Granted app. to change from shared time with WPOW(AM) to fulltime. Action Dec. 27.

■ WBAZ (101.7 mhz) Southold, N.Y.—Granted app. to change TL; change ERP to 2.5 kw, and change HAAT to 333 ft. Action Dec. 18.

■ WDLA-FM (92.1 mhz) Walton, N.Y.—Granted app. to change ERP to .690 kw. Action Dec. 26.

■ WOFM (92.1 mhz) Moyock-Chesapeake, N.C.—Granted app. to install new transmission sys. Action Dec. 27.

■ WKK' (93.3 mhz) Chillicothe, Ohio—Granted app. to change ERP to 22.1 kw. Action Dec. 12.

■ WGTZ (92.9 mhz) Eaton, Ohio—Granted app. to install aux. ant. sys. Action Dec. 17.

■ WZZT (103.1 mhz) Johnstown, Ohio—Granted app. to change HAAT to 328 ft. Action Dec. 20.

■ WEYQ (94.3 mhz) Marietta, Ohio—Granted app. to change TL; change ERP to 3 kw; change HAAT to 270 ft., and change freq. to 94.3 mhz. Action Dec. 20.

■ WIMT (102.1 mhz) Lima, Ohio—Granted app. to change ERP to 11 kw and change HAAT to 1,060 ft. Action Dec. 14.

■ WPTW-FM (95.7 mhz) Piqua, Ohio—Granted app. to change TL; change ERP to 50 kw, and change HAAT to 475.6 ft. Action Dec. 17.

■ KYFM (100.1 mhz) Bartlesville, Okla.—Granted app. to change TL; change ERP to 0.95 kw, and change HAAT to 493 ft. Action Dec. 13.

■ KICE (100.7 mhz) Bend, Ore.—Granted app. to change

Summary of broadcasting
as of October, 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,741	170	4,911
Commercial FM	3,680	418	4,098
Educational FM	1,169	173	1,342
Total Radio	9,590	761	10,351
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	359	252	611
Educational VHF TV	114	2	116
Educational UHF TV	172	31	203
Total TV	1,181	311	1,491
VHF LPTV	203	74	277
UHF LPTV	106	132	238
Total LPTV	309	206	515
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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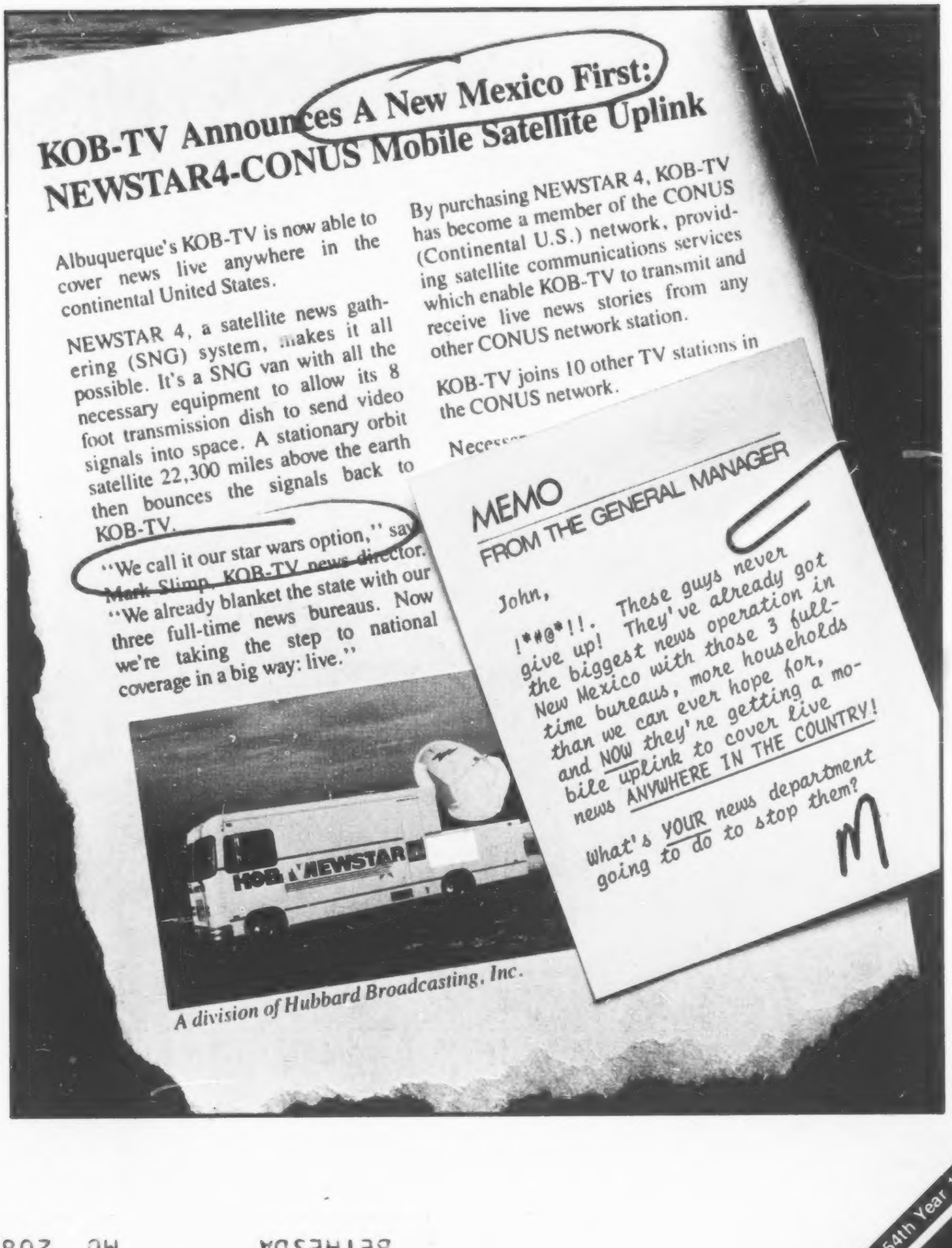
The Fifth Estate

Broadcasting Jan 21



KOB-TV Announces A New Mexico First: NEWSTAR4-CONUS Mobile Satellite Uplink

Albuquerque's KOB-TV is now able to cover news live anywhere in the continental United States.

NEWSTAR 4, a satellite news gathering (SNG) system, makes it all possible. It's a SNG van with all the necessary equipment to allow its 8 foot transmission dish to send video signals into space. A stationary orbit satellite 22,300 miles above the earth then bounces the signals back to KOB-TV.

"We call it our star wars option," say Mark Slimp, KOB-TV news director. "We already blanket the state with our three full-time news bureaus. Now we're taking the step to national coverage in a big way: live."

By purchasing NEWSTAR 4, KOB-TV has become a member of the CONUS (Continental U.S.) network, providing satellite communications services which enable KOB-TV to transmit and receive live news stories from any other CONUS network station.

KOB-TV joins 10 other TV stations in the CONUS network.

Necess

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MEMO

FROM THE GENERAL MANAGER

John,

!*#@*!!. These guys never give up! They've already got the biggest news operation in New Mexico with those 3 full-time bureaus, more households than we can ever hope for, and NOW they're getting a mobile uplink to cover live news ANYWHERE IN THE COUNTRY!

What's YOUR news department going to do to stop them?

M

54th Year 1985

NAB revs up for 1985 ☐ Stakelin "At Large" ☐ NATPE roundup

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Vol. 108 No. 3

Broadcasting ▱ Jan 21

Election projection breakthrough
NAB board addresses alcohol ad ban issue
"At Large" with Bill Stakelin □ NATPE coverage

COME TOGETHER □ Congressmen and the three broadcast networks reach agreement on election projections and characterizations: networks will hold off on reporting results and Congress will push for uniform poll closing law. **PAGE 31.**

SUNNY WEATHER □ Plans to counteract movement to ban beer and wine advertisements on radio and television tops agenda at NAB board meeting; lobbying, Hill deregulation, also hot topics. **PAGE 33.**

PROGRAMING PLEASURE □ Most attendees pleased with NATPE convention. Broadcasters told they will have to get more involved in producing their own programing to counter shortage of off-network product. **PAGE 37.**

ON THE FLOOR □ BROADCASTING's coverage of NATPE begins with a review of major program suppliers and what business they did with their new and not-so-new offerings. **PAGE 42.** Barter question is raised again as panel looks at first-run programing funding. **PAGE 54.** Programing for children examined. **PAGE 56.** Networks brief affiliates on programing plans. **PAGES 61-68.** Other NATPE panels address computers, electronic ratings research, promotion-programing department cooperation and new technologies. **PAGES 71-75.**

RED HOT □ Radio Advertising Bureau President Bill Stakelin talks of his tenure in RAB's top spot, and addresses industry concerns, past, present and future, in this frank "At Large" interview with BROADCASTING editors. **PAGE 76.**

MAKING OFFERS □ Many noncommercial broadcasters have been approached for their VHF facilities in past year, but there have been few takers for the offers. **PAGE 82.**

FIRE FALLOUT □ Public Broadcasting Service ponders move from nation's capital. **PAGE 84.**

FOOTBALL LINEUP □ CBS signs with Pac 10, Big 10 and ACC college football contracts; CFA resigns with ABC and ESPN. **PAGE 85.**

IN THE ROUGH □ NBC switch to regular Sunday-night programing on Jan. 13 brings thousands of callers expecting to see playoff finish of Bob Hope Golf Classic. **PAGE 86.**

USFL RESIGNATION □ Chet Simmons leaves post as commissioner of USFL. **PAGE 87.**

UP AND ALMOST RUNNING □ Radio Marti air date set for Jan. 28. Service out to replace director Paul Drew, who resigned two weeks ago. **PAGE 89.**

IN THE NEWSROOM □ CBS News buys some $1-million worth of Colorgraphics' NewStar electronic newsroom systems for its headquarters and bureaus. **PAGE 92.**

GEARING UP □ RAB has sold out its Managing Sales Conference, set to begin this weekend in Dallas. **PAGE 93.**

PERSEVERANCE □ Bernard Howard, chairman and CEO of Hillier, Newmark, Wechsler & Howard, has remained in radio, and has been a witness to, and part of, the changing face of the medium. **PAGE 123.**

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draw from NBC's willingness to pre-empt news, but not a sitcom for a long-running sports event, Merritt said, "You make your own conclusions. I'm not concluding for anybody today."

NBC decides on a case-by-case basis how far it is willing to go in pre-empting regularly scheduled programing to carry a long-running event, Merritt said. "In most cases, we will stick with a sport until it is concluded."

NBC makes a point to cover all its National Football League games to the end, said Merritt. "Football is the big banana."

But it wasn't always that way. NBC touched off major protests when it cut away from an American Football League game between the New York Jets and the Oakland Raiders on Nov. 17, 1968, just before Oakland scored two quick touchdowns in the closing minutes to win the game (BROADCASTING, Nov. 25, 1968). As every real football fan knows, NBC pre-empted those crucial minutes to broadcast *Heidi*. ☐

Simmons resigns USFL post

United States Football League commissioner Chet Simmons resigned last week after months of speculation that his tenure as head of the league, about to enter its third season, would soon come to an end. The day after his resignation last Tuesday (Jan. 15), his successor was named—Harry Usher, who was executive vice president and general manager of the Los Angeles Olympic Organizing Committee under that committee's president, Peter Ueberroth, now the commissioner of baseball.

Simmons had come under fire in recent months by a group of USFL owners, led by New Jersey Generals franchise holder Donald Trump, who were critical of what they saw as Simmons's failure to negotiate financially adequate television contracts with the three major broadcast networks. The league had losses in its last season averaging $3.5 million per club. Nevertheless, Simmons was successful in securing for the league multimillion-dollar network pacts beginning with its first season and beyond. For its first two seasons, 1983 and 1984, ABC paid $19

Simmons

CBS wins and ABC climbs into second

The "second season" of network prime time television got rolling in the week ended Jan. 13, and with it came two other developments: The three networks' combined ratings reached a season-to-date high mark, and ABC, with some help from a repeat of its highly rated *Thorn Birds* mini-series, climbed out of third place again, taking second for the week.

CBS-TV won the week, as it has all but two of the 16 weeks thus far, this time with an 18.1/27 in the Nielsen numbers. ABC-TV turned in a 17.3/26 in taking second place and NBC-TV dropped to third with a 16.2/24. In the season-to-date accounting, NBC remained in second place, with a 16.1/26, a little more than a rating point behind CBS's 17.2/27 and exactly a point ahead of ABC's 15.1/24.

Together, the networks' numbers totaled 51.6/77, which researchers pronounced their highest combined rating thus far in the 1984-85 season. (For the season to date, the weekly average is 48.4/77.) Several factors contributed to the upturn. There were no big audience-grabbing specials—in fact, the highest-rated original special of the week, a Barbara Mandrell hour on CBS, ranked 40th among the week's 66 programs. But a lot of series turned in better numbers than usual.

On ABC, for instance, *Dynasty* delivered a 27.7/40, its highest rating since it started almost exactly four years ago, while *Benson* (19.0/29), *Webster* (20.7/31) and *Love Boat* (16.9/26) hit their highest ratings of the season. On NBC, *The Bill Cosby Show*, consistently the highest rated new show on any network this season, pulled a 25.4/34, its best rating yet, to rank third for the week.

Then there were the repeats of parts two, three and four of the *Thorn Birds* on ABC. (Part one had been repeated on Sunday of the week before.) Only one of the week's three repeat performances managed to get into the week's top 20—part three ranked 19th—but each of the seven hours outperformed the regular programing it replaced. Part three had a 19.7/29; part two did a 19.3/29 to rank 21st and part four brought in an 18.6/26 to tie (with CBS's *Knots Landing)* for 23d. For all four parts, including the one the week before, the average was 18.3/27, tying with NBC's *Shogun* for third place among repeat mini-series.

Among the recent new series entries, CBS's *Crazy Like a Fox* did a 21.6/32, ranking ninth; ABC's *Street Hawk* dropped almost three rating points to 15.0/22, which made it 48th, and NBC's *Berrenger's* slipped slightly to 11.6/20 for 60th place.

The nights were fairly evenly divided, 3-2-2, with CBS taking Monday, Friday and Sunday, NBC Tuesday and Thursday, and ABC Wednesday and Saturday. The top 10 shows were distributed more unequally: CBS had six, NBC three and ABC one.

In the early-evening news, it was the *CBS Evening News With Dan Rather* in first place at 14.9/24, with *NBC Nightly News* and *ABC World News Tonight* tied at 12.5/20.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	27.8/41
2.	Dynasty	ABC	27.7/40
3.	Bill Cosby Show	NBC	25.4/34
4.	60 Minutes	CBS	25.2/38
5.	A Team	NBC	22.6/33
6.	Family Ties	NBC	22.3/30
7.	Falcon Crest	CBS	21.8/35
8.	Murder, She Wrote	CBS	21.8/31
9.	Crazy Like a Fox	CBS	21.6/32
10.	Kate & Allie	CBS	21.4/30
11.	Simon & Simon	CBS	21.2/29
12.	Riptide	NBC	21.0/30
13.	Newhart	CBS	20.8/30
14.	Webster	ABC	20.7/31
15.	Scarecrow & Mrs. King	CBS	20.6/29
16.	Magnum, P.I.	CBS	20.5/28
17.	Hotel	ABC	20.2/36
18.	Cheers	NBC	19.9/27
19.	Thorn Birds, part 3	ABC	19.7/29
20.	Trapper John, M.D.	CBS	19.5/32
21.	Thorn Birds, part 2	ABC	19.3/29
22.	Benson	ABC	19.0/29
23.	Knots Landing	CBS	18.6/28
24.	Thorn Birds, part 4	ABC	18.6/26
25.	Hill Street Blues	NBC	18.3/27
26.	Fall Guy	ABC	18.3/26
27.	Night Court	NBC	18.2/25
28.	Cagney & Lacey	CBS	17.9/28
29.	Hardcastle & McCormick	ABC	17.6/25
30.	Facts of Life	NBC	17.4/25
31.	Knight Rider	NBC	17.2/24
32.	Love Boat	ABC	16.9/26
33.	Remington Steele	NBC	16.7/26
34.	Double Trouble	NBC	16.7/25
35.	Who's the Boss	ABC	16.6/24
36.	Gimme a Break	NBC	16.5/25
37.	Highway to Heaven	NBC	16.4/23
38.	Diff'rent Stokes	NBC	16.3/25
39.	TV Bloopers and Prac. Jokes	NBC	16.0/23
40.	Barbara Mandrell Special	CBS	16.0/22
41.	Miami Vice	NBC	15.8/25
42.	Night Shift	CBS	15.8/23
43.	A Reason to Live	NBC	15.6/23
44.	Airwolf	CBS	15.5/24
45.	Three's a Crowd	ABC	15.3/22
46.	Nighthawks	ABC	15.1/24
47.	Sins of the Father	NBC	15.0/23
48.	Street Hawk	ABC	15.0/22
49.	Dukes of Hazzard	CBS	14.7/22
50.	Guinness Bk. of Wld. Records	ABC	14.5/21
51.	Spencer	NBC	14.2/22
52.	T.J. Hooker	ABC	13.5/21
53.	St. Elsewhere	NBC	13.4/22
54.	Matt Houston	ABC	13.4/21
55.	Cover-Up	CBS	13.3/23
56.	Finder of Lost Loves	ABC	13.3/23
57.	Mike Hammer	CBS	13.0/20
58.	V	NBC	12.4/19
59.	Ripley's Believe It or Not	ABC	12.1/18
60.	Berrenger's	NBC	11.6/20
61.	Jeffersons	CBS	11.6/17
62.	Alice	CBS	11.2/16
63.	Punky Brewster	NBC	11.1/16
64.	The Red-Light Sting	CBS	11.0/18
65.	Silver Spoons	NBC	11.0/17
66.	Hunter	NBC	10.3/15

vis. 5,000 kw; aur. 500 kw; HAAT: 1,131 ft.; ant. height above ground: 1,160 ft. Address: P.O. Box 3535, Shreveport, La. 71133. Principal is owned by Wesley Godfrey, who owns 25% of KDKS-FM Shreveport, La. His brothers, Kirk and Glynn, and sister-in-law, Patricia, are app.'s for new TV in Shreveport. Filed Jan. 8.

■ Memphis—EAM Broadcasting of Memphis seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,200 ft.; ant. height above ground: 1,238 ft. Address: 2310 Ponderosa Dr., #29, Camarillo, Calif. 93010. Principal is owned by Stuart Epperson (45%), Edward G. Atsinger (45%), Jerrold Miller (5%) and Errol Hunt. Without Hunt, EAM is also applying for new TV's in Tulsa, Okla., and Fort Worth (see below). Filed Jan. 8.

■ Memphis—Kyles Broadcasting Ltd. seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 800 ft.; ant. height above ground: 768 ft. Address: 3123 Monterey Sq., 38111. Principal is owned by Dwain J. Kyles (5%) and his wife, Gwendolyn (15%), general partners, and Robert S. Bramlett (40%) and James E. Brumbaugh (40%), limited partners. It has no other broadcast interests. Filed Jan. 8.

■ Memphis—Dorothy B. Evans seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 609 ft.; ant. height above ground: 478 ft. Address: 6961 Fellsway Cove, 38119. Principal has no other broadcast interests. Filed Jan. 8.

■ Memphis—Channel 50 of Memphis seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 921 ft.; ant. height above ground: 884 ft. Address: 188 S. Bellevue, Suite 222, 38104. Principal is owned by George S. Flinn, who also owns KGSF(AM)-KCJF(FM) Kellogg, Idaho, has interest in WMKM-TV Memphis and is app. for LPTV in Dallas. His brother, Fred, owns WGSF(AM) Arlington, Tex. Filed Jan. 8.

■ Fort Worth—Alden Television Inc. seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 994 ft.; ant. height above ground: 1,015 ft. Address: 120 N. Robertson Blvd., Los Angeles 90048. Principal is owned by Michael R. Forman and family. It also owns KTDZ(TV) Portland, Ore.; 80% of KTZZ(TV) Seattle; 10% of KRLR(TV) Las Vegas; new TV in Denver; VHF ch. 7, St. Martin, Dutch Antilles; cable system in Marshall Islands, U.S. trustee, and is app. for new TV in Green Valley, Ariz. Filed Jan. 8.

■ Fort Worth—Nuevo Mundo Broadcasing Inc. seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,095 ft.; ant. height above ground: 1,076 ft. Address: 3807 Townsend Dr., Dallas 75229. Principal's voting stock is equally owned by Leila G. Alvarado, Carole A. Kaufman and Phyllis Y. Goldstein. Nonvoting stock is owned by Goldstein's brother-in-law, Kaufman's cousin, Steven M. Goldstein. It has no other broadcast interests. Filed Jan. 8.

■ Fort Worth—Fort Worth Television seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,200 ft.; ant. height above ground: 1,200 ft. Address: 2501 Parkview Dr., 76102. Principal's voting stock, totaling 25.33%, is equally owned by Erma C. Johnson, Rudy B. Flores, Alfred B. Nelms and Thomas N. Barnes. Nonvoting stock, totaling 66.66%, is equally owned by Taylor Candy, Charles R. Lundelius and Bill D. Serrault. Candy has interest in Fort Worth cable system. Jan. 8.

■ Fort Worth—Channel 52, Fort Worth seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,200 ft.; ant. height above ground: 1,068 ft. Address: 104 Bunche Dr., 76112. Principal is owned by Walter Barbour, general partner (15%), and limited partners, Dayton Smith (26%), Hugh P. Taylor (20%), William E. Zimsky (20%), Michael S. Fawer (10%) and William Meadows (9%). It has no other broadcast interests. Filed Jan. 8.

■ Fort Worth—EAM Broadcasting Co. of Fort Worth seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,500 ft.; ant. height above ground: 1,522 ft. Address: 2310 Ponderosa Dr., #29, Camarillo, Calif. 93010. Principal is owned by Stuart Epperson (45%), Edward G. Atsinger (45%), Jerrold Miller (5%) and H.O. Espinoza (5%). Epperson owns KAKC(AM)-KCFO(FM) Tulsa, Okla., and has interest in KGBA(FM) Holtville, Calif. Atsinger owns KDAR(FM) Oxnard, Calif., KGNW(AM) Seattle, and has interest in KGFT(FM) Carpinteria, Calif. Together they own six additional AM's. Miller owns KLKT(FM) Incline Village, Nev.; WHRF(AM) Bel Air, Md.; WJRZ(AM) Knoxville, Tenn., and has interest in Epperson and Atsinger's: WRFD(AM) Columbus-Worthington, Ohio. Epperson's brother, Harry, owns WLLY(FM) Wilson, N.C., and WRAA-AM-FM Luray, Va.; brother Ralph owns WPNC(AM)-WKLX(FM) Plymouth, N.C.; WPAQ(AM) Mount Airy, N.C., and WPMH(AM) Portsmouth, Va.; and sisters, Lucy M. Bowman and Mary L. Pucket, and brother, Roy, own WBRQ(AM) Lynchburg, Va. Attsinger's sister, Carole Prenter, owns KCRP(FM) Rosamond, Calif., and Nancy Epperson, Edward Epperson's wife and Stuart Attsinger's sister, has interest in new FM in Los Angeles. Without Espinoza, EAM is also applying for new TV's in Memphis and Tulsa, Okla. (see above and below). Filed Jan. 8.

■ Fort Worth—Carter Broadcasting Partnership seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 645 ft.; ant. height above ground: 477 ft. Address: 1712 Norwood Lane, Arlington, Tex. 76013. Principal is equally owned by Martha Carter and Dorothy O. Shultz. It has no other broadcast interests. Filed Jan. 8.

■ Fort Worth—Benjamin T. Perry seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 930 ft.; ant. height above ground: 800 ft. Address: 301 W. Main St., Durham, N.C. 27102. Principal has no other broadcast interests. Filed Jan. 8.

■ Fort Worth—Channel 52 Limited Partnership seeks ch. 52; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,992 ft.; ant. height above ground: 1,973 ft. Address: 2607 Whisper Meadows Lane, #506, Arlington, Tex. 76011. Principal is owned by Randal C. Miller, announcer at KXVI(AM) Plano, Tex. Filed Jan. 8.

■ Fort Worth—Rebecca R. Henton seeks ch. 52; ERP vis. 2,767.6 kw; aur. 276.7 kw; HAAT: 1,088 ft.; ant. height above ground: 1,022 ft. Address: 2004 Jacksboro Hwy, 76114. Principal has no other broadcast interests. Filed Jan. 8.

Facilities Changes

Applications

AM's

Tendered

■ WBUL (1470 khz) Fort Knox, Ky.—Seeks CP to change city of lic. to Shepherdsville, Ky.; change power to 2.5 kw; install DA-D; change TL, and make changes in ant. sys. App. Jan. 11.

Accepted

■ KXZI (1030 khz) San Luis Obispo, Calif.—Seeks MP to change TL and make changes in ant. sys. App. Jan. 8.

■ KXLQ (1490 khz) Indianola, Iowa—Seeks CP to change nighttime power to 500 w. App. Jan. 8.

■ WCYN (1400 khz) Cynthiana, Ky.—Seeks CP to change nighttime power to 1 kw, non-DA. App. Jan. 8.

■ WLVC (1340 khz) Fort Kent, Me.—Seeks CP to change nighttime power to 1 kw. App. Jan. 8.

■ WBRM (1250 khz) Marion, N.C.—Seeks MP to change TL. App. Jan. 9.

Summary of broadcasting
as of December 31, 1984

Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,754	170	4,924
Commercial FM	3,716	418	4,134
Educational FM	1,172	173	1,345
Total Radio	9,642	761	10,403
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	365	252	617
Educational VHF TV	114	2	116
Educational UHF TV	176	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KLMS (1480 khz) Lincoln, Neb.—Seeks CP to augment daytime and nighttime radiation pattern. App. Jan. 9.

■ WCHP (760 khz) Champlain, N.Y.—Seeks MP to make changes in ant. sys. App. Jan. 9.

■ WDNY (1600 khz) Dansville, N.Y.—Seeks CP to increase nighttime power to 1 kw. App. Jan. 9.

■ WOUB (1340 khz) Athens, Ohio—Seeks CP to increase nighttime power to 1 kw. App. Jan. 11.

■ WJMO (1490 khz) Cleveland Heights, Ohio—Seeks CP to increase daytime ant. efficiency. App. Jan. 11.

■ WMOA (1490 khz) Marietta, Ohio—Seeks CP to operate with full ant. radiation efficiency of 209MV/M at one mile. App. Jan. 9.

■ KOKC (1490 khz) Guthrie, Ohio—Seeks CP to increase nighttime power to 500 w. App. Jan. 9.

■ KWYZ (1230 khz) Everett, Wash.—Seeks CP to install aux. ant. at present TL. App. Jan. 8.

■ WTTN (1580 khz) Watertown, Wis.—Seeks CP to make changes in ant. sys. App. Jan. 11.

FM's

Tendered

■ *KCBI-FM (89.3 mhz) Dallas—Seeks CP to change TL; change HAAT to 669.12 ft., and make changes in ant. sys. App. Jan. 7.

Accepted

■ KNTF (93.5 mhz) Ontario, Calif.—Seeks CP to specify SL at Barton Plaza, Rancho Cucamonga, Calif. App. Jan. 11.

■ KWNE (94.5 mhz) Ukiah, Calif.—Seeks mod. of lic. to change TL. App. Jan. 7.

■ WMJX (106.7 mhz) Boston—Seeks mod. of lic. to install new transmission sys. App. Jan. 8.

■ KOKE-FM (95.5 mhz) Austin, Tex.—Seeks mod. of CP to change ERP to 100 kw and change HAAT to 999.744 ft. App. Jan. 11.

TV's

Accepted

■ KUTF (ch. 32) Salem, Ore.—Seeks MP to change HAAT to 842 ft. and change TL. App. Jan. 9.

■ *WQEZ (ch. 16) Pittsburgh—Seeks MP to change ERP to vis. 660 kw, aur. 66 kw. App. Jan. 7.

■ KSUZ-TV (ch. 15) Abilene, Tex.—Seeks MP to change ERP to vis. 2,858 kw, aur. 285.8 kw; change HAAT to 1,417 ft., and change TL. App. Jan. 7.

■ *KTXT-TV (ch. 5) Lubbock, Tex.—Seeks CP to change ERP to vis. 100 kw, aur. 25 kw; change HAAT to 801 ft., and change transmitter. App. Jan. 7.

■ WDAU-TV (ch. 22) Scranton, Pa.—Seeks CP to install new main ant.; change ERP to vis. 1,381 kw, aur. 138 kw, and change HAAT to 1,560 ft. App. Jan. 11.

■ *WPBY (ch. 33) Huntington, W. Va.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change ant., and change transmitter. App. Jan. 11.

Actions

AM's

■ KUKQ (1060 khz) Tempe, Ariz.—Granted app. to correct coordinates. Action Jan. 3.

■ KIEV (870 khz) Glendale, Calif.—Granted app. to make changes in ant. sys. Action Jan. 2.

■ KRLA (1110 khz) Pasadena, Calif.—Granted app. to change TL and make changes in ant. sys. Action Jan. 2.

■ KCAL (1410 khz) Redlands, Calif.—Granted app. to licence existing nighttime tower as an aux. daytime. Action Jan. 3.

■ WKIS (740 khz) Orlando, Fla.—Granted app. to make changes in ant. sys. Action Jan. 3.

■ KLNI (1380 khz) Pearl City, Hawaii—Granted app. to specified standard plane pattern. Action Jan. 3.

■ WSDR (1240 khz) Sterling, Ill.—Granted app. to increase nighttime power to 1 kw non-DA. Action Jan. 3.

■ KLCL (1470 khz) Lake Charles, La.—Granted app. to make changes in ant. sys. Action Jan. 3.

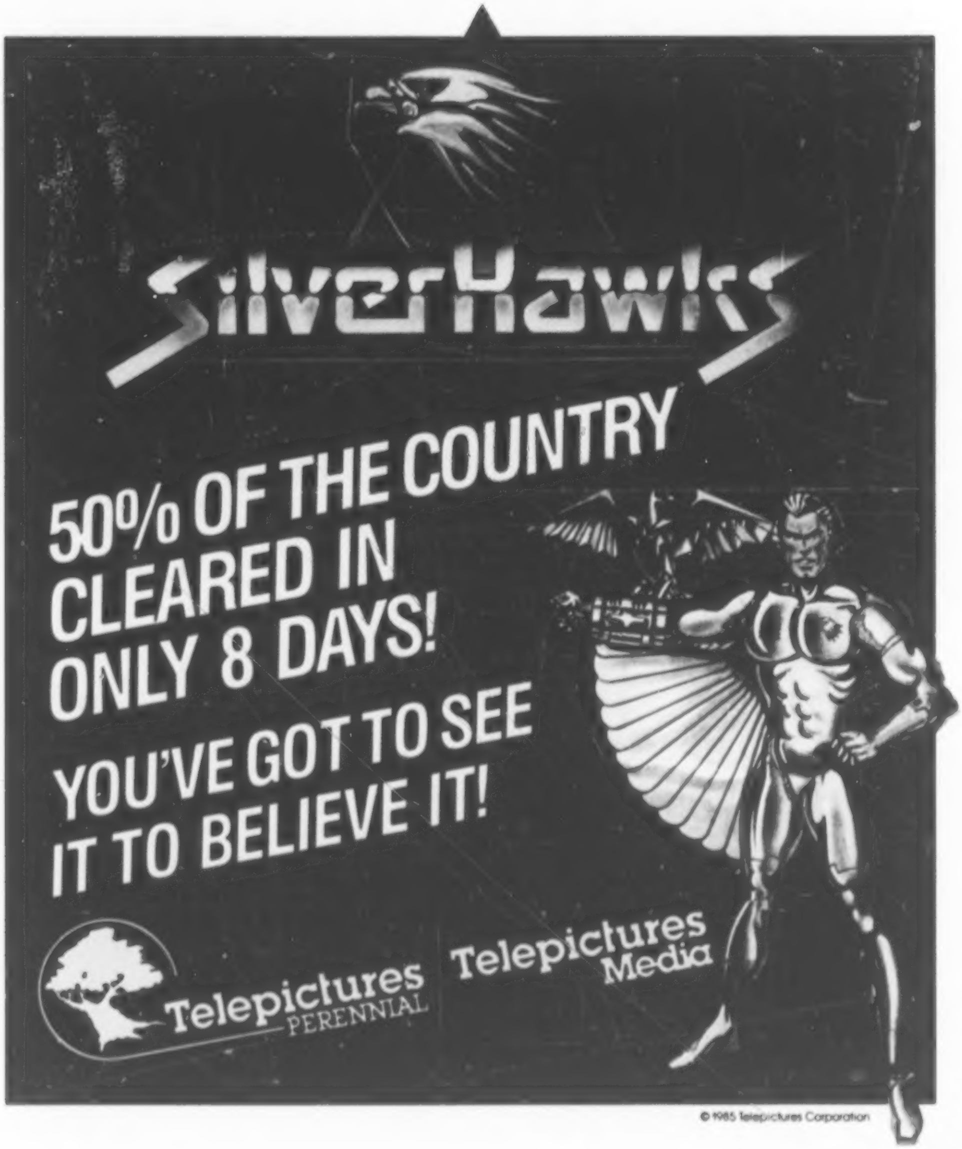
■ KTIB (630 khz) Thibodaux, La.—Granted app. to change TL and make changes in ant. sys. Action Jan. 3.

■ WADK (1540 khz) Newport, R.I.— Dismissed app. to

C1750-1

The Fifth Estate

Broadcasting Jan 28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Vol. 108 No. 4

Broadcasting ▫ Jan 28

A year's worth of changing hands
Maneuvering on beer and wine ad ban
Advancing on RAB's sales conference

BREWING ☐ Movement on Hill to ban beer and wine ads gains momentum. Florida congressman mulling over introduction of bill; Senate subcommittee to air issue during Feb. 7 hearing. **PAGE 31.** Ban's fallout on cable services, beer and wine advertisers are examined. **PAGE 32.**

PLAY BALL ☐ Ted Turner and Major League Baseball come to terms on fees for distribution of Braves games over superstation. **PAGE 33.**

LOOKING BACK ☐ Two players who have been at forefront of the communications legislation on Capitol Hill, Ward White of the Senate Communications Subcommittee and David Aylward of the House Telecommunications Subcommittee, reflect on the highs and lows of their government service as they prepare to leave for the private sector. **PAGE 34.**

MAKING A CASE ☐ Democratic West Virginia Senator Robert Byrd testifies before Senate Rules Committee, urging body to allow televised coverage of proceedings. **PAGE 37.**

COMING IN FROM THE COLD ☐ Last-minute decision to move inauguration inside forces networks to scramble to set up new arrangements for coverage. **PAGE 38.**

A YEAR IN TRADING ☐ BROADCASTING's annual examination of broadcast station and cable system trading shows another $2 billion+ year. A breakdown of the biggest deals for VHF's, UHF's, FM's, AM's, AM-FM combo's and cable systems **45-73.** Brokers see 1984 as a warmup for 1985, when FCC's liberalization of multiple ownership rules is expected to be enacted. **PAGE 74.**

BUSINESS BUILDING ☐ Survey of radio reps and network salesmen find 1985 off to a slow start, but expected gains in February and March will boost overall first-quarter figures up 8%. **PAGE 76.**

TV SIDE ☐ With exception of sports, most television dayparts are turning in strong sales performances in first quarter. **PAGE 78.**

STEP BY STEP ☐ Demonstration of NHK HDTV downconverter helps sway skeptics on field rate conversion question. **PAGE 80.**

PETITION TO INCLUDE ☐ Group asks FTC to require warnings before *Dungeons & Dragons* cartoon series on CBS. **PAGE 88.**

SELF-EVALUATION ☐ Citizen commission study shows press is taking self-correcting steps to reduce criticism levied against it. **PAGE 90.**

BUYING OPTIONS ☐ New FCC multiple ownership rules producing bevy of possibilities for buys for networks and group owners. **PAGE 91.**

THE GOOD FIGHT ☐ Carl Robinson's foresight has helped put Sunbelt Communications in the forefront of radio programing. **PAGE 119.**

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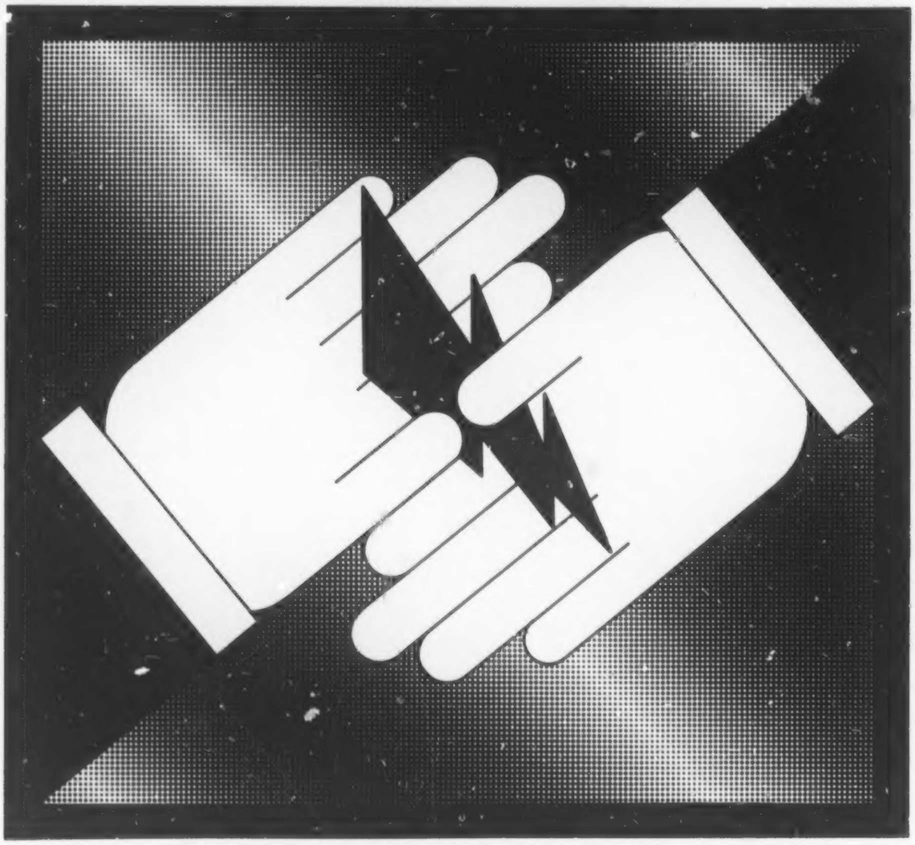
Special Report



Changing Hands 1984

Broadcast station sales top $2 billion
Active year for cable transactions

Broadcast station trading in 1984 totaled $2,118,056,053, the second biggest year of dollar volume in broadcast trading history. The record was set in 1983 with $2.8 billion. But the biggest news in station trading last year was not the dollar totals but the liberalization of FCC limits on multiple ownership, which is expected to stimulate station trading this year.

The anticipation of deregulation and the continuing availability of financial support added up to the best and most active year ever for radio. There were 782 radio transactions in 1984—an all-time high and 14.5% higher than last year's record—with the average station trading for $1,192,333, breaking the $1-million mark for the first time. This was 22.2% above last year's record-breaking $928,368—made even more impressive by the fact that last year's average price broke the old 1980 record by almost 16%. 1984 also saw the largest radio-only deal when Harte-Hanks decided to divest its nine radio properties for $76 million (BROADCASTING, Sept. 24, 1984, and below). Total radio sales equaled $977,024,266, smashing last year's record of $621 million by almost 47%.

Television station sales totaled $1,252,023,787. There were 82 stations sold, another new record, at an average price of $15,268,582. However, 31 of those stations were sales of construction permits, each valued at less than $1 million. If those are discounted, the average price becomes almost $24.6 million. And this does not include the leveraged buyout of Metromedia Inc., whose broadcast properties were not broken out in the total sale price of $1.6 billion, or the leveraged buyout of Harte-Hanks. Included in the totals are the acquisition of Post Corp. stations by Gillett and the acquisition of Wometco's television stations through a leveraged buyout.

Though much was heard about the softness of the AM market, the average price for an AM was $553,380, up 9.2% from last year, and 1984 was the second year that stand-alone AM prices have rebounded since their rapid decline from the 1980 record of $801,023 (part of that increase may be explained by the increase in major-market AM sales last year). A total of 378 AM stand-alones were sold.

In the 178 FM sales last year, the average price for an FM station was $1,271,584, down from the 1980 figure of $1,493,000, but holding pace with 1983's $1,280,305.

A total of 226 AM-FM combinations were traded in 1984. The 226 combo sales shattered the previous record of 147 sales from the year before. The average price of $2,196,994 was fairly consistent with 1983's $2,101,750.

One of the year's bigger spenders was SFN Companies Inc., which bought Western Broadcasting's six stations for $116 million (BROADCASTING, Jan. 2, 1984). Western was started 24 years ago by Dale G. Moore, who was killed in an airplane crash three years ago (BROADCASTING, Nov. 30, 1981). SFN, a Glenview, Ill., educational materials company, takes its name from the ticker symbol of Scott Foresman & Co., now SFN's primary subsidiary. It is headed by Walter Windsor, former general manager of WFTV-TV Orlando, Fla., which SFN also purchased for $125 million (see below). SFN got WTVM(TV) Columbus, Ga. (ch. 9, ABC); WJBF(TV) Augusta, Ga. (ch. 6, ABC); WAPA-TV San Juan, P.R. (ch. 4, independent); KCAP-AM-FM Helena, Mont., and WGVO(AM) Missoula, Mont. In addition, SFN acquired Western's San Juan, P.R., Spanish-language audio and visual production company, Televicentro Films Inc., a warehouse and 1,000-acre ranch. However, broadcasting accounted for more than 95% of Western's revenues, estimated at over $50 million in 1983.

Windsor

The sale of Post Corp. stations to Gillett, announced at the end of 1983 (BROADCASTING, Sept. 12, 1983) was completed in 1984. The company, which owned newspapers as well as broadcast stations, was owned by V.I. Minahan, president and chief executive officer, his family and others. At $65 for each of 1,823,846 shares outstanding, the sale price came to $118,550,000. The stations sold were: KBIZ (AM) Ottumwa, Iowa; WAYY(AM) Chippewa Falls, Wis.; WAXX(AM)-WEAU-TV Eau Claire, Wis.; KTVO(TV) Kirksville, Mo.; WOKR(TV) Rochester, N.Y.; WLUK-TV Green Bay, Wis., and WLUC-TV Marquette, Wis. Gillett is owned by George Gillett, who also owns WSMV(TV) Nashville.

Gross Telecasting sold WJIM-TV Lansing, Mich. (ch. 6, CBS), and WKBT(TV) La-Crosse, Wis. (ch. 8, CBS), to former CBS president John Backe. Backe was a partner

31 years of station transactions

Dollar volume of transactions approved by FCC

	Total	*Radio only*	*Combined Radio TV**	*TV*
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,660	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,573	59,670,053	32,086,297	80,316,223
1968	152,455,412	71,310,709	47,556,634	33,588,069
1969	231,697,570	108,866,538	35,037,000	87,794,032
1970	174,785,442	86,292,899	1,038,465	87,454,078
1971	393,547,924	125,501,514	750,000	267,296,410
1972	271,330,537	114,424,673	0	156,905,864
1973	230,381,145	160,933,557	2,812,444	66,635,144
1974	307,781,474	168,998,012	19,800,000	118,983,462
1975	259,485,961	131,065,860	0	128,420,101
1976	290,923,477	180,663,820	1,800,000	108,459,657
1977	289,871,604	161,236,169	0	128,635,435
1978	651,728,398	331,557,239	30,450,000	289,721,159
1979	1,116,648,000	335,597,000	463,500,000	317,581,000
1980	876,084,000	339,634,000	27,000,000	534,150,000
1981	754,188,067	447,838,067	78,400,000	227,950,000
1982	998,398,244	470,722,833	0	527,675,411
1983	2,854,895,356	621,077,876	332,000,000	1,902,701,830
1984	2,118,056,053	977,024,266	234,500,000	1,252,023,787
Total	$13,680,372,704	$6,127,263,183	$1,827,669,833	$6,702,223,764

Number of stations changing hands

	Radio only	*Comined Radio TV**	*TV only*
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	3	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
1969	343	5	32
1970	268	3	19
1971	270	2	27
1972	239	0	37
1973	352	4	25
1974	369	5	24
1975	363	0	22
1976	413	3	32
1977	344	0	25
1978	586	5	51
1979	546	52	47
1980	424	3	35
1981	625	6	24
1982	597	0	30
1983	669	10	61
1984	782	2	82
Total	11,188	NA	982

Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority interest transfers in which control of the license did not change hands. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility was counted as one station in computing the total number of stations traded.

* Prior to 1971 figures represent total number of deals involving both radio and television stations. ** Beginning in 1971, when the FCC's "one-to-a-customer" rule, prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages.

with the original negotiators to buy the stations, but after those talks broke off, he purchased them on his own for $48 million.

Sharad Tak, the owner of a Vienna, Va.-based computer firm, got into broadcasting in a big way in 1984. First with the purchase of KTBY(TV) Anchorage and later with WKIO(FM) Urbana, Ill., both for assumption of substantial liabilities. However, his largest buy came with the purchase of Liberty Broadcasting's TV stations for $22 million. Sold in the deal were: WQOW-TV Eau Claire (ch. 18, ABC); WAOW-TV Wausau (ch. 9, ABC); WKOW-TV Madison (ch. 27, independent), and WXOW-TV La Crosse, all Wisconsin. He transfered his ownership of KTBY(TV), subject to FCC approval, in January 1985 to Ronald Bradley, the station's general manager.

Harte-Hanks Communications Inc. got out of radio with its sale of top-rated KKBQ-AM-FM Houston for $35 million and the sale of the rest of its radio properties to its radio division head, Gary Edens, for $43,148,000. Those stations are: KOY(AM)-KQYT(FM) Phoenix; WRBQ-AM-FM Tampa, Fla.; WRVA(AM)-WRVQ(FM) Richmond, Va., and WSGN(AM) Birmingham, Ala. Harte-Hanks bought most of its radio properties from Southern Broadcasting in 1978, merging to form the radio group. Edens began as an account executive with Southern in 1968 and became its president in 1971. He became senior vice-president with Harte-Hanks after the merger and became president of Hart-Hanks Radio in 1981. Harte-Hanks owns, among other things, 27 daily newspapers, and four VHF network affiliated stations. It is headed by President Bill Moll.

Following Harte-Hanks divestiture was the sale by A.S. Abell Co., publisher of the *Baltimore Sun* and *Country Magazine*, of its six radio stations and one TV to Stephen Seymour, president of Abell's broadcasting subsidiary, for $32 million. Abell Communications sold WMAR-FM Baltimore for $4.5 million; WJTZ(AM) Newport News and WNVZ(FM) Norfolk, both Virginia, for $3.5 million; WCRJ-AM-FM Jacksonville, Fla., for $4 million and WCFI(FM) Daytona Beach, Fla., for $5 million. Seymour also purchased WLFL(TV) Raleigh, N.C., for $17 million. Abell retained its WMAR-TVBaltimore.

Still another big radio deal was the sale of Western Cities Broadcasting to Nationwide Communications Inc. for $43.5 million. Montecito, Calif.-based Western was principally owned by Peer Pederson, Howard Warren and Richard Phalen. NCI, headed by Clark Pollack, is a subsidiary of Nationwide Mutual Insurance, based in Columbus, Ohio. It already owned two AM's, five FM's and three TV's, so the purchase of KZAP(FM) Sacramento, Calif.; KWSS(FM) Gilroy, Calif.; KZZP-AM-FM Mesa, Ariz.; KNST(AM)-KRQQ(FM) Tucson, Ariz., and KMJJ(AM)-KLNC(FM) Las Vegas, makes NCI the largest FM station group with 10 stations.

Clear Channel Communications purchased KTOK(AM)-KYJO-FM Oklahoma City, WQUE-AM-FM New Orleans and WELI(AM) New Haven, Conn., in a deal with Broad Street Communications for $26 million. The New Haven-based Broad Street, headed by Richard Geissmar and Fred Walker, also owns the Oklahoma News Network, a statewide radio network with 47 affiliates. Broad Street will operate as a subsidiary of the publicly-traded San Antonio, Tex.-based station group headed by Lowry Mays.

Sillerman-Morrow, the Middletown, N.Y.-based station group run by Robert F.X. Sillerman and Bruce (Cousin Brucie) Morrow, had a very busy year. It purchased the Knoxville-Tenn.-based Sungroup, a publicly-held company, for $12 million. The stations involved in that deal were: WERC(AM)-WKXX(FM) Birmingham, Ala.; WYHY(FM) Lebanon, Tenn., and WSEV(AM)-WMYU(FM) Sevierville, Tenn. To pay for these acquisitions, Sillerman-Morrow sold WATL(TV) Atlanta to Outlet for $28 million. In November it also sold WRAN(AM) Dover, N.J.; WJJB(FM) Hyde Park, N.Y., and WALL(AM)-WKGL(FM) Middletown, N.Y., to Bell Broadcasting, a new corporation headed by Richard C. Bell, vice president of Sillerman-Morrow.

Mack Sanders got out of the business this year with his sale of WNOX(AM) Knoxville; WKNX(FM) Clinton; WJRB(AM) Madison; WJKZ(FM) Franklin, all Tennessee, and WVOK(AM)-WRKK(FM) Birmingham, Ala. to ELF Communications for $12 million, with $10 million going for station assets and $2 million for real estate. He became a consultant and director of ELF, which is a new company started by John Lack, a former Warner Amex Cable executive vice president and CBS Radio Spot Sales general manager. Sanders said he will be back searching for other acquisitions in 1985.

Following are summaries of all FCC-approved sales of $1 million or more last year:

VHF

Publicly held SFN Companies Inc. contributed substantially to the television station trading totals in 1984, first with its purchase of Western Broadcasting for $116 million (see above), and also with the purchase of WFTV(TV) Orlando, Fla. (ch. 9, ABC), for $125 million. Seller of the station, Channel 9 of Orlando, is a partnership of five companies that had been competing applicants for the station in one of the longest series of hearings and court cases in broadcasting history. The initial grant of the construction permit to Mid-Florida Television in 1955, then headed by John Kluge now of Metromedia, was one of several grants later called back after allegations of *ex parte* contacts with the late FCC Commissioner Richard Mack, who was forced to resign. Other allegations concerning rival applicants kept hearings open until 1981, when the competing applicants, which had joined in interim operation of the station, obtained FCC approval to merge.

Root Communications, a Daytona-based station group owned by Chapman S. Root, bought KMVT-TV Twin Falls, Idaho (ch. 11, independent) from Western Broadcasting for $11 million. Root bought the stations before the divestiture of Western to SFN (see above).

WTTV(TV) Bloomington, Ind. (ch. 4, independent), was sold for $73 million by Teleco Indiana Inc. to a group headed by De Sales Harrison, former chairman of Pacific & Southern Broadcasting. Elmer Snow, the station's president and minority owner, retained his position as president with the new owners.

Aroostock Broadcasting, headed by Horace Hildreth and owner of WABI-AM-TV and WBGW(FM) Bangor, Me., and WCJB-TV Gainesville, Fla., sold WAGM-TV Presque Isle, Me. (ch. 8, CBS, ABC and NBC), for $3 million.

Sixty-eight percent of KREX-TV Grand Junction (ch. 6, NBC, CBS), KREY-TV Montrose (ch. 10, NBC, CBS), and KREZ-TV Durango (ch. 6, CBS, NBC), all Colorado, was transfered from Lucille Howell; Marlene Hoskins; Ruth Kendrick; her husband, Joe, and Carl Anderson to E&W Broadcasting, headed by John English, an Erie, Pa., attorney, for $3,858,000. The sellers also gain sole control of KREX-AM-FM Grand Junction.

Telepictures Corp. owns 49% of Television Broadcasting Corp., which applied to purchase WKBM-TV San Juan (ch. 11, independent) and WSUR-TV Ponce (ch. 9, independent), both Puerto Rico, for $7.6 million, plus bankruptcy claims, in April, but FCC approval was held up because of foreign interest concerns with Video Tape Systems Inc., 24% owner of TBC (see page 93). Telepictures did purchase KSPR(TV) Springfield, Mo., for $6.27 million (see below).

Heinrich Broadcasting, an Arkansas station group of one AM, one FM and two TV's owned by George Heinrich and family, sold KAIT-TV Jonesboro, Ark. (ch. 8, ABC), to Channel Communications, headed by Brian Byrnes, former general manager of WSMV(TV) Nashville, for $22,720,000. Channel also owns KPLC-TV Lake Charles, La. Byrnes also has interest in KLNT(AM)-KNJY(FM) Clinton, Iowa.

Martin Pompadur and Ralph Becker, who own five TV's, purchased WBRE(TV) Wilkes-Barre, Pa., for $21 million.

KTAB-TV Abilene, Tex. (ch. 32, NBC), was sold for $9 million to International Broadcasting, a producer of TV programs and arena shows principally owned by Thomas Scallen.

The Bluefield, W.Va.-based Daily Telegraph Printing Co., owned by the Schott family, divested its broadcast properties beginning with the sale of KIMT(TV) Mason City, Iowa (ch. 3, CBS), and WBTW(TV) Florence, S.C. (ch. 13, CBS), to Spartan Radiocasting Co. for $36,750,000. Spartan, owned by Walter J. Brown, also owns WSPA-AM-FM-TV Spartanburg, Tenn., and WTWA(AM)-WTHO-FM Thomson, Ga. Daily Telegraph also sold WHIS(AM)-WHAJ(FM) Bluefield, W.Va. (see below).

KTTU(TV) Fairbanks, Alaska (ch. 2, NBC, ABC), was sold in May for $2 million, with the price adjusted down to $1.75 million if a third TV station goes on the air in the market one year after closing. The owners of the station, Vicki Zaser and Jessica Longston, also own KTUU-TV Anchorage. The buyer, Fairbanks Television Corp., also owns Alaska TV's.

John Smart, former chairman of Esquire Inc., bought Esquire's KECY-TV El Centro, Calif. (ch. 9, ABC, CBS, NBC), for $1.5 million. Esquire had originally sold the El Centro station and KESQ-TV Palm Springs, Calif., to recording artist Harry Nilsson, but that deal fell through. The Palm Springs station was sold to Gulf Broadcasting (see below).

Group owner John Price bought KID-TV Idaho Falls (ch. 3, CBS), for $4 million. The owners, KID Broadcasting, also sold co-located KID-AM-FM (see below).

Thomas Draper, owner of WBOC-TV Salisbury, Md., bought KOAM-TV Pittsburg, Kan., (ch. 7, CBS), for $12 million.

H & C Communications (Oveta Culp Hobby, her son, William B. Hobby, and daughter, Jessica Hobby Cato), sold WTOK-TV Meridian, Miss. (ch. 11, independent) to Southeastmedia Inc. for $13.1 million. Hobby owns three other TV's. Southeastmedia is principally owned by Larry Wallace, David Jones and John Flake and also owns KARK-TV Little Rock, Ark.

UHF

The two largest TV sales in 1984 involved independent stations—KTXA(TV) Fort Worth (ch. 21, independent) and KTXH(TV) Houston (ch. 20, independent) which were sold by Channel 20 Inc., owned by Sydney Slenker and Milt Grant, to Gulf Broadcasting for $160 million. In that deal, the sale price was pro rated to include a bonus of $18 million for KTXA and almost $17 million for KTXH if each station's profits exceeded $16 million for the first year after closing. Outlet originally thought that it had reached an agreement to purchase the stations, but that deal fell through ("Closed Circuit," May 28, 1984). Esquire Inc., a subsidiary of Gulf + Western, after selling KECY-TV El Centro, Calif. (see above), sold its remaining TV station KESQ-TV Palm Springs, Calif. (ch. 42, ABC), to Gulf Broadcasting for $3.75 million.

After being rebuffed in the Texas sales, Outlet Communications purchased WATL(TV) Atlanta (ch. 36, independent) from Sillerman-Morrow for $28 million. Outlet was purchased by The Rockefeller Group in 1983 and operates as a subsidiary. In November, Outlet purchased WPDS-TV Indianapolis (ch. 59, independent) for $22 million from Anapcomp Inc., a publicly held Indianapolis-based computer firm.

Grant

Odyssey Partners, a group based in New York, bought WDZL(TV) Miami (ch. 39, independent) for $10,927,000. In the sale, Susan Jaramillo, former general partner and general manager, exchanged her general partner status for a limited partnership, and remained general manager until Odyssey fired her. Jaramillo alleged breach of contract and discrimination, and filed a lawsuit in Miami, filed a complaint with the Equal Employment Opportunity Commission and petitioned the FCC to revoke the assignment of license and the assignment of WCPQ-TV Charlotte, N.C. (ch. 36, NBC), which Odyssey purchased later from Group W for $24,250,000.

Capital Cities Communications bought WFTS-TV Tampa, Fla. from Sandy Wheeler for $30 million. Cap Cities is a publicly traded company based in New York and headed by Thomas Murphy. It also purchased KLAC(AM) Los Angeles from Metromedia and sold KZLA(AM) Los Angeles to Spanish Broadcasting (see above).

Stephen Seymour purchased WLFL-TV Raleigh, N.C. (ch. 33, independent) for $15 million when he bought most of Abell Communications broadcast assets (see above).

Former U.S. Senator Joseph D. Tydings (D-Md.), former Representative Louis Frey (R-Fla.), John A. Janas, former vice president of Rollins Inc.'s media group and Mitchell Cutler, Washington attorney, got together to purchase WECA-TV (ABC, ch. 27) Tallahassee, Fla., from local businessman E.C. Allen for $3.8 million.

Andrew Stabler and James and Howard Lamade, owners of WCYB-TV Bristol, Va. and WLYC(AM)-WILQ(FM) Williamsport, Pa., bought WXVT(TV) Greensville, Miss. (ch. 15, CBS) from a group of Greensville businessmen for $4.8 millon.

WTSF(TV) Ashland, Ky. (ch. 61, independent) was sold to a group of investors headed by Ralph Sturgill and Robert Vanhoose for $1.45 million.

New York financier Ivan Bresky and family along with Beverly Hills hotel President Burton Slatky and his family purchased WFBT-TV Minneapolis (ch. 29, independent) for $12 million. They also bought 85% of KGMC(TV) Oklahoma City (ch. 34, independent) for $7 million at the end of last year ((BROADCASTING, Dec. 13, 1984).

Hugh E. Davis, owner of KNDO(TV) Yakima and KNDU(TV) Richland, both Washington, purchased KMTR-TV Eugene, Ore. (ch. 16, NBC) for $1.14 million.

KTAB-TV Abilene, Tex. (ch. 32, NBC),

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was sold for $9 million to International Broadcasting, a producer of TV programs and arena shows, principally owned by Thomas Scallen.

Precht Communications, owner of KECI-TV Missoula, KTVM(TV) Butte and KCFW-TV Kalispell, all Montana, bought WPTY-TV Memphis (ch. 24, independent) for $11 million. Precht is owned by Robert Precht and family.

Former Corinthian Broadcasting -head, Phillip Lombardo, bought WUTV(TV) Buffalo, N.Y. (ch. 29, independent), for $15.2 million.

Publicly traded Denver-based Orion Broadcast, headed by Keith Schwayder, chairman, bought WBLN(TV) Bloomington, Ill. (ch. 43, independent) for approximately $1.5 million, approximately because part of the sale price also included 2% of the ad revenue over $1 million for the first year and 2% over $1.4 million for the next four.

WBTI(TV) Cincinnati (ch. 64, independent) was sold by United Cable TV Corp., publicly traded Denver-based cable MSO, which owned 80%, and Buford Television, Tyler, Tex.-based station group of five TV's owned by Robert Gerald and Geoffery Buford. Larry (Bud) Rogers, retired president of Taft Broadcasting and former owner of WOFL(TV) Orlando, Fla., his former general manager, Raymond Balsom, and Stephen Kent, WBTI's general manager, bought the station for $9.5 million.

Kenneth Myer, George Baldridge and Herb Wattner sold KARD(TV) West Monroe, La. (ch. 14, ABC), to Charles Woods for $5.2 million. Sellers own three AM's, three FM's and one TV. Woods owns WTVY-FM-TV Dothan, Ala., and WTVW(TV) Evansville, Ind.

Telepictures bought KSPR(TV) Springfield, Mo., from Farrel Jones for $6.27 million. Telepictures is headed by Michael Solomon. It also bought WKBM-TV San Juan and WSUR-TV Ponce, both Puerto Rico (see above).

The Journal Co., publisher of the *Milwaukee Journal* and *The Milwaukee Sentinel*, bought WFSL-TV Lansing, Mich. (ch. 47, independent) for $8.25 million. The Milwaukee-based publisher is headed by Michael McCormick and also owns WTMJ-AM-TV and WKTI(FM) both Milwaukee, KTNV-TV Las Vegas and three cable systems in Wisconsin.

FM

KJOI(FM) Los Angeles drew the largest price for an FM stand-alone at $18.5 million. It was sold by CCLA Communications Inc., a wholly owned subsidiary of Beatrice Foods, to Noble Broadcast Consultants, San Diego-based radio program consultant and syndicator.

Gilmore Broadcasting Corp. bought WLVE(FM) Miami Beach from Community Service Broadcasters Inc., which also owns WMBM(AM) Miami Beach, for $10.5 million. Later, it also purchased WIVY-FM Jacksonville, Fla., from Infinity Broadcasting for $6.5 million. Gilmore Broadcasting is a Kalamazoo, Mich.-based station group and cable MSO owned by James S. Gilmore.

KWFM(FM) Tucson was sold by Sandusky Newspapers to Behan Broadcasting for $4.2 million. Sandusky Newspapers is based in Los Angeles, owns four AM's, six FM's and publishes newspapers in Ohio, Michigan and Tennessee. It is headed by Dudley A. White, chairman. The buyer, Behan Broadcasting, owns four AM's and three FM's. It is owned by Dennis Behan.

WSNE-FM Taunton, Mass., was sold by Outlet Co. for $3.6 million. Outlet was forced to sell the station since its acquisition by The Rockefeller Group (BROADCASTING, May 9, 1983) invalidated its grandfather status with the co-owned and co-located WJAR-TV Providence, R.I. The buyers were Donald Wilks and Michael Schwartz, Springfield, Mass.-based group owners who also purchased WRKZ-AM-FM Wilkes-Barre, Pa., and WEEX(AM)-WQQQ(FM) Easton, Pa. (see below).

Jefferson-Pilot Broadcasting sold WHSL(FM) Wilmington, N.C., for $1 million to Donald R. Watson and Carl Brown, local Pepsi bottlers who also own co-located WMFD(AM). Jefferson-Pilot also sold co-located WWIL(AM) (see below).

WKEZ-FM Yorktown, Va., was sold by Stan Karas, former general manager of WEAM(AM) Arlington, Va. (which was also sold, see above), and members of the Washington communications law firm of Lovett,

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for
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WELI (AM), New Haven,
WQUE AM-FM, New Orleans,
and
Oklahoma News Network
$36,000,000
Broad Street Communications Corporation
BLACKBURN & COMPANY, INC.

WBRE-TV
Wilkes-Barre-Scranton, Pennsylvania
has been acquired by
Northeastern Television Investors
Limited Partnership
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11/5/84

Community Service Broadcasters, Inc.
(Allan B. Margolis, President)
has sold
WLVE (FM)
Miami Beach, Florida
to
Gilmore Broadcasting Corporation
for
$10,500,000
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1 28 85

Hennessey, Stambler & Seibert, for $1.2 million. Buyers were Catherine Pendleton LaFerme, wife of WKEZ-FM general manager, and Patricia Parker, advertising manager of Virginia Beach, Va., furniture store. Karas and partners later sold KMZQ(FM) Henderson, Nev., to a group including Ivan Braiker, principal in Highsmith Broadcasting, for $1.35 million.

Joseph Amaturo, 35% owner of WWJF(FM) Fort Lauderdale, Fla., bought out other stockholders for $4.35 million. Amaturo, owner of radio and TV station group, sold co-located WFTL(AM) (see above).

WZID(FM) Manchester, N.H., was sold to George Silverman, owner of WMGX(FM) Portland, Me., for $2,750,000.

Robins Communications, broadcast subsidiary of the publicly owned, Richmond, Va.-based pharmaceutical company, bought WRQK(FM) Greensboro, N.C., from Thomas Armshaw, Joseph Wolf and Murray Moss for $6.1 million.

The Keymarket Group purchased WTGI(FM) Hammond, La., from Ron Strother and Donald Lobell for $1.8 million. It has also purchased WATM(AM)-WSKR(FM) Atmore, Ala., and WRUS(AM)-WAKQ(FM) Russellville, Ky. (see below).

KESY-FM Omaha was sold by Mack Sanders's wife, Sherry, for $2.2 million plus $300,000 noncompete agreement to Jayne Ann Woods, 25% owner of CP for new AM in Cross City, Fla., and John W. Biddinger, Indianapolis investor. Sanders sold all his broadcast properties to ELF Communications for $12 million (see above).

Broadcast consultant and air personality Gene Milner bought WBYG-FM Kankakee, Ill., for $1.2 million.

Former Dallas Cowboys owner Clint Murchison sold KLTE(FM) Oklahoma City to Mel Wheeler for $3.15 million. Wheeler sold KDNT-AM-FM Denton, Tex. (see below).

KXTZ(FM) Henderson, Nev., was sold by John and Jeanette Banoczi to John Parker, owner of two AM's and three FM's for $1.8 million. Parker bought KTCJ(AM)-KTCZ(FM) Minneapolis-St. Paul in 1983.

As part of Wometco's leveraged buyout by Kohlberg, Kravis Roberts & Co. in 1983, it was forced to sell WLOS(FM) Asheville, N.C. to Wise Radio Inc. for $1.75 million, since the station's grandfathered status became invalid after the sale—Wometco owns co-located WLOS-TV. Wise is owned by Eric Jorgenson, who owns co-located WISE(AM).

Steven Hicks's Hicks Communications sold KIKX-FM Denton, Tex., to ABC Inc. for $9 million. Hicks also owns three AM's and three FM's. ABC bought the station after it sold KGO-FM San Francisco in October 1983. ABC also sold WXYZ(AM) Detroit (see below).

Robert G. Liggett sold WZLD(FM) Cayce, S.C., to Universal Communications Corp. for $1.6 million. Ligett also has an interest in five FM's, while Universal, owned by Jerome Bressler and David Hafler, owns two AM's and two FM's.

WWKX(FM) Gallatin, Tenn., was sold by Ronald Bledsoe, who also owns co-located WHIN(AM), to Group Three Broadcasting for $6.5 million.

Howard Tanger, owner of WTMI(FM) Miami, sold WKSS(FM) Hartford-Meridian, Conn., to a Cambridge, Mass.-based music promoter, Donald Law, for $3.43 million, including a $500,000 noncompete agreement. Tanger's father, Alexander Tanger, had one of the larger stand-alone FM sales last year, with his purchase of WHUE-AM-FM Boston and their subsequent sales. WHUE(AM) went to Greater Media (see below) and WHUE-FM was sold to First Media, a Washington-based station group owned by Richard E. Marriott for $10.5 million.

Louis Mahacek, former vice president of the Torbet Radio representative firm, purchased WXBM-FM Milton, Fla., from Byrd Mapoles, who has no other broadcast interests, for $2.5 million.

Katz Broadcasting, the station group subsidiary of the Katz Communications rep firm, bought WWLT(FM) Ganesville, Ga., for $5.5 million from John Jacobs and James Dunlap, who also own co-located WDUN(AM).

Bahakel Communications bought WKTM(FM) North Charleston, S.C., from Carl and Betty Lou Marcocci for $2.84 million. The Marcoccis later purchased WGUL-AM-FM New Port Richey, Fla. (see below).

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Bader and William Potts, sold 76% of WTID(FM) Suffolk, Va., owned by John Laurino to John Sinclair, owner of 3 AM's and one FM, for $1,995,000.

KKNU(FM) Fresno, Calif., was sold by McDonnell-Douglas Aircraft head, John F. McDonnell, and John Q. Tillson, to Walter Richey, owner of three AM's and one FM, for $2.65 million.

Don Burden, former owner of the Indianapolis-based Star stations, and minority owner, general manager of KPEN(FM) Los Altos, Calif., and Frank DeSchmidt sold KPEN for $2.5 million to Ken Dowe, former president and minority owner of KLTE(FM) Oklahoma City, which was sold (see above).

William Highsmith, owner of Highsmith Co., a Phoenix-based library supply firm, got together with Ivan Braiker, former executive of the Transtar radio network, and Michael Schweitzer, former general manager of WCPX-TV Orlando, Fla., to form Highsmith Broadcasting Co., which purchased KRPM(FM) Tacoma, Wash., from RPM Broadcasting for $4 million.

WNUF(FM) New Kensington, Pa., was sold to Empire Media Inc., owner of one AM and two FM's owned by Elton L. Spitzer, for $1.5 million.

Sconnix Group, based in Laconia, N.H., and principally owned by Scott McQueen, Randy Ordneal and Ted Nixon, bought WBOS(FM) Brookline, Mass., for $6.38 million. It also bought WRBD(AM)-WCKO(FM) Pompano Beach, Fla. (see below).

New South Communications bought WMFM(FM) Gainesville, Fla., for $1.1 million. Principally owned by F.E. Holladay, New South owns two AM's and two FM's.

Charles Sherrel, general manager at WBEE(AM) Harvey, Ill., bought WLNR(FM) Lansing, Mich., for $1.35 million.

Affiliated Broadcasting, group owner of five AM's and five FM's, whose parent, Affiliated Publications, publishes *The Boston Globe*, bought KHEP-FM Phoenix for $6 million. It also sold WFAS-AM-FM White Plains, N.Y. (see below). Affiliated also sold KYFE-(FM) Fresno, Calif., for $6.7 million.

Robert Sherman, former general manager of WNBC(AM) New York, and former executive vice president of NBC-owned radio stations, bought KLOZ(FM) El Paso, Tex., for $1.2 million.

Westinghouse bought KQXT(FM) San Antonio, Tex., from Tichenor Media Systems for $7 million.

KWED(FM) Seguin, Tex., was sold to Alan S. Beck and Gary Epstein, owners of WALK-AM-FM Patchogue, N.Y., and WLIF-FM Baltimore for $4.2 million.

The owners of KLZI(FM) Phoenix, Robert Herpe and Eric Hauenstein, bought KUUT(FM) Orem, Utah, for $1.5 million.

EZ Communications, a Fairfax, Va.-based station group of six FM's principally owned by Arthur Kellar, bought KYKY-FM St. Louis from Surrey Communications for $4 million.

Fayetteville, Ark., oral surgeon, J.B. Hays, bought KEZA(FM) Fayetteville, Ark., for $1.75 million.

AM

The first group to break the old seven-station limit was an early petitioner to liberalize the multiple ownership rule, Universal Broadcasting Systems, based in Mineola, N.Y. Its purchase of WATI(AM) Indianapolis, a daytimer, gave it its eighth AM in a portfolio including four FM's. WATI was sold by Sarkes Tarzian for $300,000.

The divestiture of Mutual Broadcasting System's radio properties was completed when it sold WCFL(AM) Chicago to Statewide Broadcasting for $8 million and WHN(AM) New York to Doubleday Broadcasting Co. for $13 million, the latter the largest standalone AM sale of the year. Mutual, the Arlington, Va.-based radio network, is a subsidiary of Amway Corp. Statewide Broadcasting, based in Pompano Beach, Fla., is principally owned by Mark J. Ginsburg and family. Statewide's January purchase of WCFL(AM) was its fourth acquisition in 1983. The others were WVCG(AM) Coral Gables, Fla., for $1.5 million in April; WKQE(AM)-WBGM(FM) Tallahassee, Fla., for $1,575,000 in May, and WAPE(AM) Jacksonville, Fla., in June. Doubleday Broadcasting, subsidiary of publishing giant, Doubleday & Co., owns two AM's and seven FM's and is headed by Gary Stevens. WHN complements Doubleday's WAPP-FM New York.

Two of the larger sales of the year came

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when Metromedia sold KLAC(AM) Los Angeles to Capital Cities Communicatons Inc. for $11 million. To make room for KLAC, Capital Cities, publicly traded, New York-based publisher, MSO and station group of six AM's, six FM's and seven TV's, spun off KZLA(AM) Los Angeles to Spanish Broadcasting System for $5 million. Spanish Broadcasting System also owns WSKQ(AM) Newark, N.J., and WLVH-FM Hartford, Conn.

KIST(AM) Santa Barbara, Calif., was sold in January by KIST Properties Ltd. to Cross Creek Communications for $1,407,750. Cross Creek is headed by James Olerich, former account executive at CBS's KNX(AM) Los Angeles.

WFTL(AM) Fort Lauderdale, Fla., was sold by Joseph C. Amaturo, president of the Amaturo Group, Fort Lauderdale-based station group of three FM's and four TV's, at the same time he reorganized the ownership of co-located WWJF(FM) (see above). The 1 kw daytimer was purchased by Channel Communications Inc. for $1,520,000. Channel is principaly owned by Mark Witkin and Arnold Bloom, Boston attorneys, who also have an interest in WKBR(AM) Manchester, N.H. Witkin is also one of the hosts of the *Sports Huddle* show on WHDH(AM) Boston.

Dr. Ramero Marrero purchased WQDI(AM) Homestead, Fla., from James L. Wiggins for $1,265,000. Marrero, a specialist in internal medicine from Miami has no other broadcast interests.

KURV(AM) Edinburgh, Tex., was sold by W. Loyd Hawkins to Charles D. Rankin, the station's farm director, for $1 million. Hawkins was also one of the principals in a group that had recently purchased KRIG(AM) Odessa, Tex.

Norman F. (Sparky) Taft proved you can go home again as a principal in a group that purchased KRKO(AM) Everett, Wash., for $1.1 million. Taft's father, William R. Taft owned KRKO for 35 years, during which the younger Taft (who is former national sales manager for O'Day Broadcasting) was sales manager for eight years. William Taft sold the station in 1976 to Melvin Squyres and Dextor Taylor. The buyer, Everett Broadcasting Co., is owned principally by Norman Taft and Norman Fowler, an Everett beer distributor.

WTAQ(AM) La Grange, Ill., was sold by Charles F. Sebastian and family to William H. Wardle, the station's general manager and Ralph J. Faucher, its sports director and sales manager, for $1.6 million.

Larry U. Keene, general manager, and Edwin A. Rosenfield, sales manager of WWOC(FM) Avalon, N.J., got together to purchase WWCN(AM) Albany, N.Y., from Devine Broadcasting for $1,150,000.

Another general manager who became an owner was Lawrence Getz, former GM of WELI(AM) New Haven, Conn. He purchased WTRX(AM) Flint, Mich., for $1,350,000 from Mid-America Media, a Kankakee, Ill.-based station group of four AM's and four FM's and owner of cable systems in Kankakee and Hilton Head, both South Carolina.

Storz Broadcasting, solely owned by Robert H. Storz, father of the late Todd Storz, who helped develop the top 40 format, sold three of its stations last year: WDGY(AM) Minneapolis to Malrite for $3.25 million (necessitating the sale of Malrite's KLBB(AM) St. Paul [see below], and WTIX(AM) New Orleans and KOMA(AM) Oklahoma City to Price Communications for $6 million. Price is a publicly held, New York-based station group of five AM's and two FM's controlled by Robert Price.

Greater Media Inc., an East Brunswick, N.J.-based station group and publisher headed by Peter Bordes, added to its portfliio with the acquisition of WHUE(AM) Boston from Alexander Tanger for $2,348,000, Tanger also sold co-located WHUE-FM to First Media (see below). He had purchased controlling interest in the stations earlier in the year (see below). Greater Media also purchased WRC(AM) Washington from NBC for $3.6 million and spun off its WGAY(AM) Silver Spring, Md. (Washington), to Interstate Communication for $950,000.

The Thoms family of Asheboro, N.C., sold WEAM(AM) Arlington, Va., to Viacom for $1.2 million. The sale to Viacom, complementing its WMZQ(FM) Washington, completed divestiture of the Thoms family's broadcast properties. Earlier they sold WCOG(AM) Greensboro, N.C., in January, and a cable system in Asheboro, N.C., in April.

Woody Sudbrink sold WNWS(AM) South Miami to Neil F. Rockhoff for $5,900,000. Rockhoff was former general manager of KHJ(AM) Los Angeles and is a program consultant.

Duffy Broadcasting, owned by Robert J. Duffy, owner of KCNR-AM-FM Portland, Ore., and KLIR(FM) Denver, and Bruce Blevins, purchased KRZN(AM) Englewood, Colo., for $1,050,000. It was sold by Earvin Johnson and Barbara Burrell, who also have interests in KQIZ-AM-FM Amarillo, Tex., and KRTS(AM)-KIIQ-FM Manitou Springs, Colo. Duffy later bought KGMS(AM) Sacramento and KSFM(FM) Woodland, both California (see below), and resigned as president of the Christal Co., station representative, to devote full time to his broadcasting company.

Stuart Epperson and Edward Attsinger purchased KFAX(AM) San Francisco from Argonaut Broadcasting for $6.3 million. Argonaut, principally owned by A. Judson Sturtevant, president, and Alexander Krisik, also disposed of its other broadcast properties, KGMS(AM) Sacramento and KSFM(FM) Woodland, both California, at the end of the year (see below). Epperson and Attsinger, who are related by marriage, and their families have extensive interests in radio.

William L. Simpson, Wally Christianson, Art Greenfield and Charles Gray sold KENI(AM) Anchorage for $2,150,000. The station

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was purchased by a group of Anchorage investors with no other broadcast interests. The KENI sellers also owned KSPL(AM) Seattle, which they sold to Edward Attsinger for $2,450,000 in August. Attsinger was also a buyer of KFAX(AM) San Francisco (see above). Christianson, Greenfield and Gray also own KINY(AM) Juneau.

Schering-Plough completed the divestiture of its radio properties with the sale of WSUN(AM) St. Petersburg, Fla., to Taft Radio & Television Inc. for $7.6 million. To comply with the FCC's duopoly rule, Taft sold WDAE(AM) Tampa, Fla., to Gannett for $6,050,000 including rights to WDAE's nostalgia format, Prime Time Syndication Inc.

WOCN(AM) Miami was sold for $2,190,000 by Minority Broadcasters Inc. to a family group headed by Ofelia Perez-Roura, whose husband, Ormando, is news director at WQBA(AM) Miami.

Galen Gilbert, owner of five FM's and five AM's, purchased KWHW(AM) Altus, Okla., from Hugh Garnett and family for $1,216,000. He also purchased KDNT-AM-FM Denton, Tex., for $1.7 million (see below).

Jack Fritz, president of John Blair & Co., the publicly traded station representative and station group, and his brother, Charles Fritz, general manager of WXYZ(AM) Detroit, got together a new corporation to purchase WXYZ(AM) from ABC for $3 million. ABC also bought KIKX-FM Denton, Tex. (see above).

Ragan Henry, principal in the Philadelphia-based Broadcast Enterprises National, sold KDIA(AM) Oakland, Calif., to Powell Communications Inc., a group headed by Adam C. Powell III, son of the late Democratic congressman from New York, and Morgan C. Brown, owner of Cablevision of Connecticut, operator of the southern Fairfield, Conn., cable system. KDIA sold for $3,975,000.

Anthony Renda, owner of WPXZ-AM-FM Punxsatawney, Pa., and WSHH(FM) Pittsburgh, sold WPXZ(AM) to its general manager, Anthony Serena, for $1.42 million. Renda also purchased WJAS(AM) Pittsburgh from Broadcast Enterprises National for $700,000.

Dan McKinnon, former chairman of the disbanded Civil Aeronautics Board, sold KSON(AM) San Diego for $5,575,000 to Jefferson-Pilot Broadcasting, Charlotte, N.C., which owns five AM's, four FM's and two TV's. Jefferson-Pilot also sold WHSL(FM) Wilmington, N.C., for $1 million (see above) and co-located WWIL(AM) for $450,000 to James Capers Jr., vice president and general manager.

Cardinal Communications, a new group headed by John Payne, an Atherton, Calif., real estate developer; Tim Myers, vice president of the Radio Advertising Bureau, and Bill Daisa, sales manager at KOIT-AM-FM San Francisco, bought KPLS(AM) Santa Rosa, Calif., from Robert Fenton, owner of three AM's and three FM's.

Tom Turner and family, owners of KXOL(AM) Fort Worth and KRYS-AM-FM Corpus Christi, Tex., sold KBUC(AM) San Antonio, Tex., to a group headed by Stanley D. Rosenberg for $1 million.

Nov. 27, 1978

A.V.C. Corporation
has completed the sale of the assets of its subsidiary
WPHL-TV
Philadelphia, PA.
to a subsidiary of
Providence Journal Company

The undersigned initiated this transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

August 20, 1982

WFFT-TV, Inc.
has completed the sale of the assets of its television station
WFFT-TV
Ft. Wayne, IN
to
Great Trails Broadcasting Corporation

The undersigned initiated this transaction and represented the seller in the negotiations

THE TED HEPBURN COMPANY Cincinnati, Ohio

July 6, 1978

Teleco Indiana, Inc.
has acquired the assets of television station
WTTV-TV
Bloomington-Indianapolis, Ind.
from
SARKES TARZIAN, INC.

The undersigned initiated this transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio

August, 1979

Taft Broadcasting Co.
has completed the purchase of the assets of
WDCA-TV
Washington, D.C.
from
SUPERIOR TUBE CO.

The undersigned initiated this transaction and acted as advisor for the buyer.

THE TED HEPBURN COMPANY Cincinnati

December 31, 1984

Mountain States Broadcasting
(a joint venture of Providence Journal Broadcasting and Southland Communications, Inc.)
has completed the acquisition of the assets of
KZAZ-TV
Nogales-Tucson, AZ.
from
Roadrunner TV Ltd. Partnership

The undersigned initiated this transaction and represented the buyer in the negotiations

THE TED HEPBURN COMPANY Cincinnati

December 31, 1984

Mountain States Broadcasting
(a joint venture of Providence Journal Broadcasting and Southland Communications, Inc.)
has completed the acquisition of the assets of
KGSW-TV
Albuquerque, N.M.
from
Galaxy-Southwest Television

The undersigned initiated this transaction and represented the buyer in the negotiations

THE TED HEPBURN COMPANY Cincinnati

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AM-FM Combos

The largest single AM-FM combination deal was Gannett's purchase of KKBQ-AM-FM Houston for $35 million from Harte-Hanks when the latter sold all its radio properties (BROADCASTING, Sept. 24, 1984) for $35 million. Gannett now owns 22 broadcast stations.

Associated Communications Inc., a publicly traded, Pittsburgh-based cellular telephone manufacturer headed by brothers, Jack and Myles Berkman, sold WPGR(AM)-WSNI(FM) Philadelphia; WPIT-AM-FM Pittsburgh, WPXY-AM-FM Rochester, N.Y., and WNYS-AM-FM Buffalo, N.Y., to Pyramid Broadcasting, owner of WXKA-AM-FM Boston, for $29.5 million.

Terry E. Forcht, owner of WDBL-AM-FM Springfield, Ill.; and WAIN-AM-FM Columbia and WHIC-AM-FM Hardinsburg, both Kentucky, added to his portfolio with the purchase of WISP-AM-FM Paintsville, Ky., from Paul G. Fyffe for $1,036,000.

Doubleday Broadcasting, sold KWK-AM-FM St. Louis to Robinson Broadcasting for $4.5 million. Doubleday also bought Mutual's WHN(AM) New York (see above). Robinson Broadcasting is owned by Larry Robinson, chairman of J.B. Robinson Jewelers, a subsidiary of W.R Grace. It also sold WBBG(AM)-WMJI(FM) Cleveland, to Jacor Communications for $13.5 million in September. Jacor, in turn, purchased WQIK-AM-FM Jacksonville, Fla., for $4,950,000. Jacor, headed by Terry Jacobs, is a publicly held firm owning five AM's and four FM's.

The owners of KPRL(AM)-KDDB(FM) Paso Robles, Tex., Lincoln and Sylvia Dellar, sold KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California, to a San Diego group headed by Claude C. Turner (professional name, Dex Allen), sales manager of KSON-AM-FM San Diego. KSON(AM) was also sold (see above). Turner also has an interest in KKBZ-AM-FM Santa Paula, Calif.

L.E. Chenault, co-chairman of Drake-Chenault Enterprises, a Los Angeles-based radio program producer, sold KYNO-AM-FM Fresno, Calif., to the owners of KPQP(AM)-KGB(FM) San Diego and KXOA-AM-FM Sacramento, Calif., for more than $2.5 million.

Abell Communications, the publisher of the *Baltimore Sun*, which sold most of its broadcast properties to its broadcast division head, Stephen Seymour (see above), sold WETT(AM) Ocean City and WWTR(FM) Bethany Beach, both Maryland, for $2.6 million.

The Ogden Newspapers Inc. bought WCCF(AM)-WQLM(FM) Punta Gorda, Fla., from Larry DeBeau, and his wife, Mildred, for $1,175,000. Ogden Newspapers, based in Wheeling, W.Va., is owned by G. Ogden Nutting. It publishes 15 newspapers and owns three AM's and two FM's.

Bernie Koteen, Washington communcations attorney, and Saul Rosenzweig, former vice president of KPLR-TV St. Louis and president of Figgie Communications Inc., a subsidiary of Figgie Holdings Inc., a publicly owned, diversified manufacturer, bought WJBM-AM-FM Jerseyville, Ill., for $1 million.

Group owner and network sportscaster, Curt Gowdy, bought 50% of WEAT-AM-FM West Palm Beach, Fla., for $1.6 million.

WHGI(AM)-WYMX(FM) Augusta, Ga., was purchased by real estate development firm American Republic Corp. for $1,840,000. The Dallas-based firm, headed by Robert J. Werra, chairman, also owns WGSP(AM) Charlotte, N.C.

Shamrock Communications purchased KMYZ-AM-FM Pryor, Okla., for $1,510,000. Shamrock, the publisher of the *Scranton* [Pa.] *Times* and owner of two AM's and four FM's, is owned by the Lynett family.

Woody Sudbrink sold WORL(AM)-WJYO(FM) Orlando, Fla., to Metroplex Communications for $7 million. Sudbrink also sold WNWS(AM) South Miami (see above).

The Cincinnati-based station group, cable MSO and publisher, Multimedia Broadcasting Group, sold WAKY(AM)-WVEZ(FM) Louisville, Ky., to Capitol Communications Corp. for $3.6 million. Capitol Communications then sold WAKY, and the frequency and transmitter site of its WRKA(FM) Louisville—but kept its studio facilities and sold the studio of WVEZ(FM)—to a group of investors headed by Earnest L. Palmer for $2.5 million.

WOOD-AM-FM Grand Rapids, Mich., was sold to Grace Broadcasting for $8.1 million. The former owner, principally owned by Willard Schroeder, with Edsko Hekman and Michael Lareau, also owns WSPD(AM)-WLQR(FM) Toledo. Lareau remained after the sale as president and general manager. Grace Broadcasting, which is controlled by Harvey Grace, former president of WTTW(TV) Bloomington, Ind., also owns KDON-AM-FM Salinas, Calif., and in July, it also purchased WNYR(AM)-WEZO(FM) Rochester, N.Y., from Malrite for $7,359,000.

WEBC(AM)-WGGR(FM) Duluth, Minn., was sold by Larry and James Lakoduk to Brill Media for $2 million. The Lakoduks also sold KQWB(AM) Fargo, N.D., and KQWB-FM Moorehead, Minn., to the same buyer for $5 million. Brill Media, which is owned by Alan R. Brill, owns three AM's and two FM's. Brill also has a 10% interest in two TV's. In August, Brill bought WGSA(AM)-WIOV(FM) Ephrata, Pa., for $2 million.

Gene Autry, who last year briefly made broadcasting history with what was then the largest TV sale when he sold KTLA Los Angeles to Kohlberg Kravis Roberts & Co. for $245 million—A.H. Belo's purchase of KHOU(TV) Houston later in 1983 almost doubled the L.A. sale—sold KEX(AM)-KKRZ(FM) Portland, Ore., to Taft for $8,127,391.

Richard Beauchamp, president of Refrigerated Transport Co., purchased WAAX(AM)-WQEN(FM) Gadsen, Ala., for $3,472,000. Beauchamp's Big Thicket Broadcasting, which already owned KTYL-AM-FM Tyler, Tex., had purchased AM-FM combinations in Rock Springs, Wyo., in May and in Tu-

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pelo, Miss., in October 1983.

Alexander Tanger bought WHUE-AM-FM from General Cinema Corp. for $2,190,000 and assumption of $2.4 million in bank debt. General Cinema, based in Chestnut Hill, Mass., is a soft drink bottler and movie theater chain owner. It also owns WGR-TV Buffalo, N.Y. Tanger did very well selling the stations as stand-alones at the end of the year for almost $13 million (see above).

Springfield, Mass.-based group owners Donald Wilks and Michael Schwartz also did very well in the sale of WRKZ-AM-FM Wilkes-Barre, Pa. They sold the stations for $5 million after purchasing them in 1980 for $850,000. The next month they purchased WEEX(AM)-WQQQ(FM) Easton, Pa., for $3 million and also bought WSNE-FM Taunton, Mass., for $3.6 million (see above).

Foster Broadcasters, owned by Walton A. Foster, bought KQSA(AM)-KIXY(FM) San Angelo, Tex., for $1,275,000.

WHMA-AM-FM was sold by Anniston Broadcasting Co. to the station's general manager, Malcom B. Street, and chief engineer, James A. Hudson, for $1.2 million, completing the divestiture started with the sale of WHMA-TV for $2.9 million (see above).

General manager Laurence Levite bought out the stockholders of WBEN-AM-FM Buffalo, N.Y., and became its sole owner for $4,423,960.

WAMR(AM)-WRAV(FM) Venice (Sarasota), Fla., was originally sold by owners, Florence and Larry Rhodes, to a group of Orlando doctors for $2.1 million; that deal fell through and the station was then sold to a group headed by Orlando attorneys James C. Robinson, Joel H. Sharp and David Hednik for $1.85 million.

Paul Rothfuss bought WRUS(AM)-WAKQ (FM) Russellville, Ky., for $1,325,000. The Keymarket Group, an Aiken, S.C.-based station group owned by Rothfuss and Kerby Confer, also purchased WATM(AM)-WSKR(FM) Atmore, Ala., from Julius Talton for $2.9 million. Talton sold his last broadcast property when Harold E. Holder purchased WHBB(AM)-WTUN(FM) Selma, Ala., for $1,450,000.

John and Fredna Mahaffey bought KTTR(AM)-KZZN(FM) Rolla, Mo., for $1.5 million. They own four AM's and three FM's.

WLKK(AM)-WLVU(FM) Erie, Pa., was sold by Simon Goldman to John W. Bride for $1,575,000.

Shenandoah, Iowa-based May Broadcasting bought WKTY(AM)-WSPL(FM) La Crosse, Wis., for $1,675,000. May is principally owned by Edward W. May and his sister, Frances M. Ranken. It owns two AM's, one FM and two TV's.

Attorney Norman Drubner bought WNLC(AM)-WTYD(FM) New London, Conn., from Joseph Somerset, a programing consultant for LIN Broadcasting who also owns WWCO(AM) Waterbury, Conn., for $4 million.

Group owner Bingham Broadcasting bought KBRO(AM)-KWWA(FM) Bremerton, Wash., for $3.3 million. Majority owned by Robert Bingham, it also owns two Alaska AM-FM combinations. Bingham's principal, Craig Palmer, also has an interest in a new group that purchased KUDY(AM)-KICN(FM) Spokane, Wash., for $1,309,000.

WABC(TV) New York correspondent Richard W. James headed a group that purchased WJTO(AM)-WIGY(FM) Bath, Me., from W. Turner Porter for $1.9 million.

Stephen Mohr and Mark Engledow, the account manager and sales manager, respectively, of WIBC(AM) Indianapolis, bought WCTW(AM)-WMDH(FM) New Castle, Ind., for $1,150,000.

Pat McNulty, commercial manager, and Ken Buehler, operations manager, bought WDSM(AM)-KZIO(FM) Superior, Wis., for $1.3 million.

Commercial manager Richard Berkson brought together 10 investors to purchase WQBK-AM-FM Rensselaer, N.Y., for $1.3 million. Berkson holds a majority interest.

William Ledford was the majority purchaser, with Robert Hanna, of KECK(AM)-KHAT(FM) Lincoln, Neb. Hanna has interest in six AM's and four FM's with Ledford having a 25% interest only in WBSR(AM) Pensacola, Fla. They purchased the Lincoln stations for $1,388,000.

Bluefield, W.Va.-based Daily Telegraph Printing Co. completed divestiture of its broadcast properties with the sale of WHIS-(AM)-WHAJ(FM) Bluefield for $2.1 million to Michael R. Schott, son of John H. Schott (whose estate owns 49% of the station). It earlier sold WBTW(TV) Florence, S.C., and KIMT(TV) Mason City, Iowa, to Spartan Radiocasting (see above).

Victor Ives, host of the syndicated *Golden Age of Radio Theater*, and general partner in a group that owns KMJK(FM) Portland, Ore., bought KOTY(AM) Kennewick, KHWK(FM) Richland and KUTI(AM)-KXDD(FM) Yakima, all Washington, from a group of retired lumbermen for $2.1 million.

NAB President Eddie Fritts completed the divestiture of his broadcast properties last year. WPAD(AM)-WDDJ(FM) Paducah, Ky., was sold to William H. Bereman, owner of WCAQ(AM) Franklin, Ind., for $1.5 million. The Paducah stations are principally owned by Fritts's father, Edward B. Fritts. The NAB president's last station, KMAR-AM-FM Winnsboro, La., was sold at the end of last year to the station's general manager, Bob Henry Soderquist, for $375,000.

KGVL-AM-FM Greenville, Tex., was sold for $1.2 million to Rockwall, Tex., automobile dealer, R.W. Andrews, and Urban A. Endres.

Beck-Ross Communications sold WKTZ-AM-FM Jacksonville, Fla., for $3.5 million. Beck-Ross, based in Rockville Centre, N.Y., and owned by Martin Beck and George Ross, owns three FM's and one AM.

WLOE(AM)-WSRQ(FM), Eden, N.C., was originally sold by Mary Ann Bohi to Joyner Communications in April for $1 million, but that deal fell through and Bohi made a deal

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Pyramid power. Officials of Pyramid Broadcasting and Associated Communications Inc. sign their $29.5-million agreement for the purchase of Associated's three Pennsylvania and four New York radio stations last August. Pictured (standing, l-r): Pyramid's chief financial officer, Kenneth J. O'Keefe; programing chief, Sunny Joe White, and chief operating officer, Brian D. Stone. Seated (l-r): Pyramid's chief executive officer, Richard M. Balsburgh, and Associated's president, Myles Berkman.

to sell the station in July to brothers, James, Robert and Thomas Lowder, who also own three FM's, for the same price, but that deal also fell through and the station was finally sold to Joyner Communications in August for the original $1-million price. Joyner also purchased KAFE-AM-FM Santa Fe, N.M., in June for $950,000, and then sold them to John C. Culpepper and Barry Turner for $1,450,000 in October. Turner and Culpepper own five AM's and four FM's. In December, Joyner Communications was busy again with the purchase of WLDS(AM)-WEAI(FM) Jacksonville, Ill., for $1.5 million.

Group owner Clint Formby, with his partners, George Franz and Ray Eller, sold KMHT-AM-FM Marshall, Tex., for $1.2 million to Charles Strickland, Dale Palmer and A.T. Burke, owners of KBIL(FM) San Angelo, Tex. Burke also owns five TV's, including KLMG(TV) Longview, Tex. (see above). Palmer owns two AM's and two FM's. They later sold KBUC(AM) San Antonio, Tex. (see above).

Highsmith Broadcasting purchased KLHT(AM)-KREM(FM) Spokane, Wash., from Seattle-based group owner, King Broadcasting, for $1.2 million. It later purchased KRPM(FM) Tacoma, Wash. (see above).

DKM Broadcasting Co., which purchased Schering-Plough's nine stations (see above), spun off WKDJ(AM)-WHRK(FM) Memphis to Adams Communications, Wyzata, Minn.-based station group owned by Steve Adams, for $3,630,000.

Affiliated Broadcasing Inc., the station group subsidiary of publicly held Affiliated Publications Inc., sold WFAS-AM-FM White Plains, N.Y., for $5 million to Herb Saltzman, former owner of WVNJ-AM-FM Newark, N.J. It also bought KHEP-FM Phoenix (see above).

Group owner James W. Stuart, who owns five AM-FM combinations, briefly added a sixth when he repurchased KATY(AM)-KAWY(FM) Casper, Wyo., for assumption of $1,325,000 in debts from Weins Broadcasting after he sold the stations in February 1983. Stuart cut his losses and sold the stations later in the year to real estate developers Boyd and Randall Hall for $833,801.

Community Pacific Broadcasting Corp., based in Salinas, Calif., and headed by David Benjamin, chairman, and Charles Banta, president, sold KGA(AM)-KDRK(FM) Spokane, Wash., to Salt Lake City-based station group Price Broadcasting, headed by John Price, for $5,750,000 (not to be confused with Price Communications, headed by Robert Price, which bought WTIX(AM) New Orleans and KOMA Oklahoma City). And when Lucille J. Ricks and family sold KID-AM-FM Idaho Falls to Charles J. Saunders and family, the owners of KCLS(AM) Flagstaff, Ariz., for $2 million, they also sold co-located KID-TV to Price Broadcasting (see above).

Terry A. McRight, owner of KKAT(FM) Ogden, Utah, bought KTRM(AM)-KZZB(FM) Beaumont, Tex., for $1,850,000.

Group owner Mel Wheeler sold KDNT(AM) Denton and KDNT-FM Gainesville, both Texas, to Galen Gilbert, owner of five FM's and five AM's, for $1.7 million. Wheeler also sold KLTE(FM) Oklahoma City (see above). Gilbert also purchased KWHW(AM) Altus, Okla. (see above).

Rex Broadcasting, a Tucson, Ariz.-based station group owned by Jim Sloane, sold KROD(AM)-KLAQ(FM) El Paso for $2,525,000.

Fuller Sams's Stateville Broadcasting sold WSIC(AM)-WFMX(FM) Statesville, and WFSC(AM)-WRFR(FM) Franklin, both North Carolina, to John E. Yochum, owner of WDSC.AM.FM Dillon, S.C., and WPDE(TV) Florence, S.C., for $2.1 million. Another Statesville, S.C., AM-FM combination sold in 1984 was WLVV(AM)-WRDV(FM) to Capitol Broadcasting Corp. for $4 million.

Albert J. Kaneb, owner of WSLR(AM)-WKDD(FM), bought WHLI(AM)-WKJY(FM) Hempstead , N.Y., for $5 million from Williams Broadcasting Corp. The station was originally to go to Metrocomco, but that deal fell through.

Franklin Communications, owned by John Jones and family, purchased WMTM(AM)-WAZI(FM) Morristown, Tenn., from George Guertin, who also owns WBNT-AM-FM Oneida, Tenn., for $1.1 million. Franklin Communications publishes seven

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newspapers in Tennessee.

Constant Communications bought KPTL(AM)-KKBC(FM) Carson City, Nev., from Dubuque, Iowa-based station group and publisher, F.R. Woodward, for $2.1 million, and promptly spunoff the AM to its sales manager, Craig Swope. Constant Communications is a joint venture of Frederic W. Constant and Pacific Telecom, owner of cable systems in Minnesota and Alaska. Constant owns three AM's and three FM's.

Duffy Broadcasting made one of its largest acquisitions when it purchased KGMS(AM) Sacramento and KSFM(FM) Woodland, both California, from the former owners of KFAX(AM) San Francisco (see above), Alexander Krisik, Theodore Wolf and Herb Dustin, who now have no other broadcast interests.

Ken Woodfin, former general manager of WOKS(AM)-WXFE(FM) Columbus, Ga., and Milton Hirsch, Georgia state legislator from Columbus, purchased WTHB(AM)-WZZW(FM) Augusta, Ga., for $1,150,000.

John Elting, owner of WPED-AM-FM Crozet, Va., and WSER(AM) Elkton, Md., purchased KLCL(AM)-KHEZ(FM) Lake Charles, La., for $1.7 million.

Robert Dodendorf, former general manager of WTMA(AM)-WSSX(FM) Charleston, S.C., and Daniel Wachs, former general sales manager of WAVA(AM) Arlington, Va., purchased WOMP-AM-FM Bellaire and WNXT-AM-FM Portsmouth, both Ohio, for $1.4 million.

Thomas Ingstad bought KIMM(AM)-KGOG(FM) Rapid City, S.D., for $2,275,000. Ingstad, with his brothers, James and Jack, owns eight AM's and eight FM's. His other brother, Robert, owns KGFX-AM-FM Pierre, S.D., and KBUF(AM)-KKJQ(FM) Garden City, Kan.

Surrey Broadcasting, a Denver-based station group principally owned by J.W. Nichols and his son, Kent Nichols, sold KAIR(AM)-KJYK(FM) Tucson, Ariz., for $5.5 million, including a $1.5-million noncompete agreement, to Fritz Beesemeyer, former general manager of KIOI(FM) San Francisco, and Larry Wilson, a Phoenix attorney.

WRBD(AM)-WCKO(FM) Pompano Beach, Fla., was sold to Sconnix Group Broadcasting for $2,050,000. Sconnix is based in Laconia, N.H., and is principally owned by Scott McQueen, Randy Ordneal and Ted Nixon. It also purchased WBOS(FM) Brookline, Mass. (see above).

Pete Nininger's Bristol Broadcasting bought WSON(AM)-WKDQ(FM) Henderson, Ky., for $2,625,000. Based in Bristol, Va., it owns four AM's and four FM's.

The Passamaquoddy Indian Tribe purchased WRKD(AM)-WMCM(FM) Rockland, Me., for $1,250,000. The tribe, which is headed by Cliv Dore and John Stevens, purchased the stations with money from a settlement with the federal government on a suit over illegal seizure of tribal lands.

WANK(AM)-WANJ(FM) Wheeling, W.Va., was sold by Congressman Nick Rahall (D-W.Va.) for $1,319,506.

Carl and Betty Lou Marcocci, former owners of WKTM(FM) Charleston, S.C. (which they sold this year, see above), bought WGUL-AM-FM New Port Richey, Fla., for $1,725,000.

WRUN(AM)-WKGW(FM) Utica, N.Y., was sold to Samuel Altodoerffer and family, which also own WLAN-AM-FM Lancaster, Pa., for $1,420,000.

Stoner Broadcasting System, owned by Tom Stoner, Avis Eckel and Glenn Bell, purchased WAVI(AM)-WDAO(FM) Dayton, Ohio, for $4 million. The Des Moines, Iowa-based station group owns six AM's and eight FM's.

KLLS-AM-FM San Antonio, Tex., was sold by Ed Shadek, who also owns KOGO(AM)-KPRI(FM) San Diego, to Swanson Broadcasting, Tulsa-based station group of three AM's and three FM's, for $8 million. Swanson is owned by Gerock H. Swanson, who is spinning off the AM, retaining its co-located KKYX(AM).

Jimmy Ray, general manager of KMMM(AM)-KOKE(FM) Austin, Tex., sold KGNB(AM)-KNBT(FM) New Braunfels, Tex., for $1.6 million.

Van Wagner Advertising, a New York-based display advertising firm owned by Jason Perline and Richard Schaps, bought WXCM(AM)-WIBM-FM Jackson, Mich., for $3.1 million.

Cable TV

The following is a list of cable purchases compiled by BROADCASTING. For some deals, prices were not revealed and were otherwise unobtainable as cable sales are not required to be reported to the FCC. For deals for which prices were available, most could be computed to be between $800 and $1,000 per subscriber, a figure often used in the industry. Prices vary, however, according to a system's size, channel capacity, degree of construction remaining, amount of debt and geographical location. The purchases listed were announced but not necessarily completed last year.

Total TV Inc. sold all of its cable assets to Jones Intercable for $69 million. Jones later purchased a system serving Wausau, Wisconsin Rapids and Stevens Point, all Wisconsin, for $25 million.

Tele-Communications Inc. (TCI), the largest MSO, purchased Cowles Media's Buffalo, N.Y., cable system for $41.5 million. TCI later purchased systems in Herrin, Harrisburg and Murphysboro, all Illinois, for $9 million. TCI also purchased a system in Neffs, Ohio, for $3 million. In a joint venture with Knight-Ridder Newspapers, TCI bought the Hamilton, N.J., system for approximately $18 million. At the end of the year TCI bought a system serving Blue Earth, Minn., for approximately $1.5 million.

Wometco bought systems in Red Falls, Fairmont, Pembroke, Raeford, St. Pauls and Elizabethtown, all North Carolina, from Jones Intercable for $69 million. Jones later purchased a suburban Buffalo, N.Y., cable system for $21 million.

Storer sold a number of its cable properties in 1984, first selling its Prince Georges county, Md., system to former county executive Winfield Kelly for $49 million. Storer also sold systems in California, one serving Roseville and Placer county and the other serving Union City, to Westar Communications for approximately $9 million. It sold a system serving Riverside, Calif., to Palmer Communications for $4.5 million. It also sold systems in Dallas county, Tex., and Terrel, Tex., to Buford Television for approximately $4.5 million. Gulfstream Cablevision bought the Pasco county cable system for $27 million. Hauser Communications bought Storer's suburban Minneapolis systems for $40 million.

First Carolina Communications bought a cable system serving Madison county, Ill. for $20 million.

Group W sold its Richland, Wash., system to United Artists Cablesystems Corp. The price was not released.

Cox Communications sold a cable system serving St. Claire Shores, Fraser and the village of Grosse Pointe Shores, near Detroit, to Bala Cynwyd, Pa.-based Comcast for $19 million.

Daniels & Associates bought systems in La Grange, Orchard Grass Hills and Crestwood, all Kentucky, for an undisclosed price. It also purchased Acton Corp.'s Alta Loma, Calif., system for $17 million.

Group W sold its Oakland and Piedmont, Calif., cable systems to a joint venture of TCI and Lenfest Communications (also a joint venture of TCI [20%] and George Lenfest), for $15 million. Lenfest later purchased systems in Boyertown, East Greenville, Bally, Red Hill and Pennsburg, all

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Pennsylvania, and, in a separate transaction, systems in Hamburg, Leesport and Shoemakersville, all Pennsylvania, for an undisclosed price.

The Davies county, Ky., cable system was purchased by Century Communications Corp., a New Canaan, Conn.-based MSO, for $14.5 million.

Heritage Communications, a Des Moines, Iowa-based MSO, bought American Television and Communications' Iowa City, Muscatine, Fort Madison and Mount Pleasant, Iowa, systems for over $15 million. American later purchased a Birmingham, Ala., cable system for almost $7 million.

Cablevision Industries bought the Golden Gate and Cape Coral, Fla., cable systems for $13.7 million.

McCaw Communications, a joint venture of Affiliated Publications and others, bought systems in Juneau, Douglas and Auke Bay, all Alaska, for $10 million.

Northland Cable Properties bought a system serving nine towns in eastern Texas from Warner Amex for between $5 million and $10 million. Warner Amex later sold systems serving La Belle, Hendry and Collier county, all Texas, to Century Telephone Enterprises for $4 million.

Consolidated Communications bought systems serving St. Paul, Lebanon and Honsaker, all Virginia, and Mountain City, Tenn., for $7 million.

Communications Services Inc. bought systems in Flowermound, The Colony, Highland Village and Frisco, all Texas, for $6 million.

American Cablesystems Corp. purchased a Calais, Me., system for an undisclosed price.

Cardiss Communications bought systems serving Bourbon, Potosi, Saint Clair, Saint James, Steelville and Sullivan, all Missouri, for approximately $5 million.

The Deltona, Fla., system was bought by Cablevision Industries for $4 million.

The Essex Group bought systems serving Mobile, Theodore and Mobile county, all Alabama, for $4 million. It also bought a cable system in Santa Rosa county, Fla., for approximately $5 million.

Sunbelt Cablevision bought systems serving St. Charles Parrish, St. Rose, New Sarpy, Good Hope, Norco and Sellers, all Louisiana, for $3.8 million.

Systems serving Bedford Township and Toledo, both Ohio, were sold by McLean-Hunter Cable Television to the co-owners of a Rancho San Diego, Calif., cable system for $3.5 million.

Lamar Communications bought a Bay St. Louis, Miss., system for $2.5 million.

Simmons Communications bought a system in Cambridge, Md., from the family of television emcee Ed Sullivan for between $2.5 million and $4 million. It later purchased a Barre, Vt., system for an undisclosed price.

Rockport Cable TV bought a Commanche, Tex., system for $2 million.

Centel Corp. bought an Osceola county, Mich., system for $1.5 million, and later picked up a Laurel county, Ky., system for $1 million.

A Bryan, Ohio, system was bought by Heritage from Gilmore Broadcasting for an undisclosed price. And a system serving La Junta, Colo., was purchased by Heritage for approximately $1.5 million.

Cable Management Associates, a Hershey, Pa.-based MSO, bought a cable system serving Dery, Decatur and Mifflinburg, all Pennsylvania, for between $1 million and $1.5 million.

HSI Communications bought a Burlington, Kan., system for $1.2 million.

Brokers critique 1984, look ahead to 1985

Last year was a good one for station brokers, with most reporting excellent sales and many calling 1984 their best year. And it may have been a warm-up for a bigger year in 1985, when the FCC's liberalized station ownership rules go into effect, raising allowable portfolios to 12 AM's, 12 FM's and 12 TV's, the last with a cap on reachable audiences at 25% of U.S. television homes.

Jim Blackburn, president of Washington-based Blackburn & Co., who said the firm had its best year in 1984, said "the new rule of 12's will make a big difference, but it doesn't seem to have made a huge difference yet. It think will be felt faster in television and now that that rule has changed I think some deals will be made that put people over their limits and allow them to really grow into bigger companies." Blackburn felt that many of these new players would be smaller, publicly owned corporations looking to grow, especially in television: "I think it's easier for someone to buy eight, 10, 12 TV stations and run them than to do the same with radio, since radio is so much more management intensive. If you're big enough to own seven now . . . if you know how to run TV you can add two or three more without overstraining yourself. Business is so good that there are too many buyers for there not to be more activity."

Ted Hepburn of the Ted Hepburn Co., Cincinnati, felt that the 12-station rule generally would not make the multiples (of cash flow that station prices are generally based on) higher, but did feel it would open up more sales because large owners would not have to spin off their other stations.

Ray Stanfield, chairman of Chapman Associates, felt there was still a lot of uncertainty about the effect of the rule of 12's, but believes that the larger groups would be willing to go to smaller markets, below the top 30.

Falls Church, Va., broker Cecil Richards agreed with Stanfield, but qualified his comments by saying, "While there will be an increase, especially in the 20 to 50 markets, it won't be dramatic." He did feel independent television stations would be very desirable and bear watching in 1985, "because of an increased awareness of indies' profitability."

Howard E. Stark (who had almost $100 million in sales in 1984) feels there would be "no gold rush" in television sales because of the deregulation, mostly because of a scarcity of major-market stations, in which Stark specializes. Differing from Blackburn, Stark felt that the publicly held groups would still be concerned with the bottom line and would not be spurred by the deregulation into a buying spree. "It's boiling down to a more stable marketplace rather than the glamour industry it has been recently. Although the public companies might still over-pay a little—where it might take three or four years to stop dilution of their earnings—it's coming back to business as usual," he said.

Tucson, Ariz.-based Frank Kalil, who describes his business as everything from average single stations to larger groups, felt the deregulation was exciting and indicative of the healthier economic climate in the broadcast industry. Kalil said, "The trading we have seen so far is just the tip of the iceberg. The deregulation removed a part of the business we don't want."

At Americom Media Brokers, based in Washington, Tom Gammon, who specializes in top 100 radio markets, felt the new deregulation could be summed up in one sentence: "More people are looking to acquire groups than ever before, but the groups, which is where everybody thought the buying trend would come from, are still the same pragmatic businessmen they always were and they will still make the same shrewd buys." He felt the smaller groups that can now buy additional stations without worrying about spinning off their other properties, will be

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Gammon pointed out that one change many people hadn't noticed was the effect of the repeal of the rule that used to require stations to be owned for at least three years before they could be sold. Gammon said: "It makes radio liquid; banks are more willing to lend money because they know they can get it back if the station fails. And they are foreclosing more quickly."

In many ways the most important feature of last year was the continuing availability of money from lending institutions. Every broker BROADCASTING called expressed some degree of amazement at the attitude of banks toward the broadcasting industry. Hepburn said, "Hardly a week goes by that I don't get a call from some banker looking to invest in broadcasting."

Blackburn felt that the attitude of bankers was due to a general feeling of optimism in the country: "Along with the bankers the people's outlook for the future is very bright now. The industry has survived anything people threw at it and come out strong."

Stanfield felt the banks were becoming more educated to broadcasting and pointed out that a number have set up divisions solely for broadcast investments. "The banks take a look at these stations and find that the cash flow warrants the return on their money. It's here to stay and more and more banks are getting involved."

Memphis-based Milton Q. Ford took a less pragmatic view when he said, "Part of the reason is that banks have more fun with broadcasting—they find broadcasters enjoyable people and look forward to dealing with them." But he said that banks have realized how good a business broadcasting is and have found it a good investment.

Stark, however, did not feel the availability of money would make that much difference to his clients, who usually have the lines of credit to be somewhat removed from the current banking trends. "Part of the reason bankers have been more involved recently is due to the competitive factor—one gets involved and the others follow—but buyers still must have an equity base to get the money and banks are still reluctant to finance more than 50 or 60 per cent. It doesn't have that much of an effect in television."

Ford, who did over $40 million in sales last year, also pointed out the increasing popularity of the leveraged buyout and felt there would be more to come.

Stanfield pointed out that the "bloom is off the rose" in the limited partnership deal, in spite of the FCC relaxation of ownership reporting for limited partnerships. Stanfield said, "It's just not as strong as it was before." However, he explained that was most probably due to readiness to lend by the banking institutions. And by way of illustration, he pointed out the number of general managers who were able to find the money to purchase stations outright.

Another trend most brokers found was a greater willingness to move away from the Sunbelt toward the northern markets. Many felt the reason was high multiples of cash flow based on predictions of rapid market growth required to purchase a Sunbelt station. Blackburn said, "I think the stations in so-called depressed areas have been doing very well. They have been selling for great prices and the reason is they are doing great business. The cities are bigger, and while the markets are not growing as fast, they have been big for a long time and the stations have had a history of going after the big money. . . . They can go to a market like Akron, for instance, and buy a station and have it paid for on a schedule that makes some sense."

Kalil felt the current interest rates combined with reductions in taxes had contributed to the trend and toward the general health of the industry. "People are asking what can I make, not what can I sell it for later. Consequently, they are willing to stay in more stable slower-growing markets."

Atlanta-based Stan Raymond reported an excellent year, but noted "too many repair jobs, people who bought unwisely and are getting out." However, Raymond said, "buyers are becoming more educated, and they are more realistic about what they expect to get out of the business."

As to the salability of the various services, to a man the brokers agreed that stand-alone AM's still have difficulty—a mixed bag, said Stanfield—FM stand-alones continue to do well, as they are "precious commodities" and there are few underdeveloped FM's left, while AM-FM combinations are still the best of all worlds. □

December 31, 1984

Forward Communications Corporation

has been acquired by

Wesray Communications, Inc.

The undersigned initiated this transaction, assisted in the negotiations and acted as financial advisor to Forward Communications Corporation.

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FTC asked to require warnings before TV show

Groups fear 'Dungeons & Dragons' cartoon series promotes game they say led to injuries and deaths of youths; want counterads required before CBS-TV program

Two public interest groups have asked the Federal Trade Commission for regulations warning consumers of the possible "deadly effects" of the popular fantasy role-playing game, Dungeons & Dragons, and requiring counteradvertising before the CBS Saturday morning cartoon show of the same name.

The National Coalition on Television Violence and Bothered About D&D have asked the FTC to, among other things, require counteradvertising before the CBS cartoon program, *Dungeons & Dragons*—which CBS says is among its most popular cartoons—(and "whenever D&D is being promoted"), warning that the D&D game "has caused a number of suicides and murders." The groups are also requesting "immediate research funding by Congress into the impact of other violent games on players to help resolve any doubts and to guide public action."

At issue is a game manufactured by Lake Geneva, Wis.-based TSR. The game is based on medieval themes, fantasy and history. It is a "cooperative game," according to TSR corporate director of press relations, Dieter Sturm, in which the players take on the roles of "generic classes" of characters, such as fighters, elves or wizards and work through situations which are established by a "dungeon master" (the game's referee or story teller). There are an estimated three-to-four-million players in the U.S., with games lasting sometimes hours or even days; the players are primarily males, aged 10-24.

According to a joint press release by the NCTV and BADD, however, the "game Dungeons & Dragons has been a major factor in causing at least nine suicides and murders...." Said BADD founder Pat Pulling: "The large majority of the information in D&D manuals is violence-oriented" and "consists of detailed descriptions of killing, including satanic human sacrifice...and curses of insanity. Much of the material comes from demonology including witchcraft, the occult and evil monsters." The D&D cartoon, the groups allege, is an introduction for "millions of children" to "this violent game."

(Pulling founded BADD after the death in 1982 of her son, Irving, who was involved in the game the last six months of his life and who shot himself hours after a D&D curse was placed on him during a game conducted at his local high school. His mother said that following her son's death, an investiga-

Super Bowl gives ABC its first weekly win

With its Sunday night ratings lifted to the heavens by its Super Bowl coverage, ABC won its first week of the prime time ratings in the 1984-85 television season. Based on A.C. Nielsen figures, ABC researchers said Super Bowl XIX was the third highest-ranked Super Bowl in homes delivered (39,390,000 per average minute), and tied with last year's Super Bowl as the fifth highest-rated of all time.

For the 17th week of the prime time season, ended Jan. 20, ABC averaged a 20.2 rating and 30 share, compared to 17/26 for CBS and 16.5/25 for NBC. In addition to winning Sunday, ABC won Wednesday. NBC won Monday, Tuesday and Thursday, while CBS captured Friday and Saturday.

The combined network rating/share totaled 53.7/81—the highest level this season, and an increase over the previous week's record. But the higher levels are probably attributable to the Super Bowl ratings. ABC's weekly 20.2 rating was the highest weekly average of any network this season.

The number of homes using television (HUT) were also at their highest level of any week this season. The HUT level averaged a 66.9, up 2% over the comparable week a year ago. It was the second week in a row that HUT levels showed an increase over their comparable year-ago levels. In all but three of the past 17 weeks, HUT levels have been flat or under their comparable periods last year.

ABC's premiere of *MacGruder & Loud*, following the Super Bowl, lifted that show into the top 10, averaging a 22.8/38 at 10-11 (NYT). Two of CBS's regular Sunday night shows accustomed to a top-10 finish—*60 Minutes* and *Murder, She Wrote*—were knocked down by the Super Bowl to the 43d and 46th positions, respectively.

Among other new series, CBS's *Crazy Like a Fox*, which follows *Murder, She Wrote* in the Sunday 9-10 (NYT) time period, pulled an average 18.4/26 for its fourth telecast and ranked 24th among 67 ranked shows. ABC's *Streethawk*, on its third outing, achieved a 16.3/26 in its Friday 9-10 (NYT) time period. And NBC's *Berrenger's*, the new serial drama from Lorimar, dropped two rating and five share points below its previous two telecasts. It drew a 9.5/15, ranking 65th.

Rank	Show	Network	Rating/Share
1.	Super Bowl XIX	ABC	46.4/63
2.	Super Bowl, post game	ABC	30.6/43
3.	Cosby Show	NBC	27.9/40
4.	Dynasty	ABC	27.0/39
5.	A Team	NBC	24.0/34
6.	Family Ties	NBC	23.9/34
7.	MacGruder & Loud	ABC	22.8/38
8.	Simon & Simon	CBS	22.5/33
9.	Not My Kid	CBS	21.6/33
10.	The Execution	NBC	21.4/32
11.	Hotel	ABC	20.9/34
12.	Riptide	NBC	20.7/30
13.	Cheers	NBC	20.6/30
14.	Knots Landing	CBS	20.4/33
15.	Magnum, P.I.	CBS	20.2/29
16.	Kate & Allie	CBS	19.8/28
17.	Webster	ABC	19.6/30
18.	Highway to Heaven	NBC	19.5/28
19.	Newhart	CBS	19.3/28
20.	Night Court	NBC	19.1/28
21.	Scarecrow & Mrs. King	CBS	18.8/27
22.	9 to 5	CBS	18.6/29
23.	Remington Steele	NBC	18.5/30
24.	Crazy Like a Fox	CBS	18.4/26
25.	Who's the Boss?	ABC	18.1/26
26.	Benson	ABC	17.7/28
27.	Hill Street Blues	NBC	17.6/29
28.	Hardcastle & McCormick	ABC	17.6/25
29.	Facts of Life	NBC	17.5/25
29.	TV Bloopers and Prac. Jokes	NBC	17.5/25
31.	Inaugural Gala	ABC	17.4/27
32.	Trapper John, M.D.	CBS	17.3/28
33.	Any Which Way You Can	CBS	17.1/28
34.	Cagney & Lacey	CBS	17.1/27
35.	Three's a Crowd	ABC	16.6/24
36.	Street Hawk	ABC	16.3/26
37.	Hearst/Davies Affair	ABC	16.2/24
38.	Fall Guy	ABC	15.9/23
39.	TV's Game Show Moments	ABC	15.9/23
40.	Miami Vice	NBC	15.1/26
41.	Diff'rent Stokes	NBC	15.1/23
42.	Bugs Bunny Special	CBS	14.8/23
43.	60 Minutes	CBS	14.6/19
44.	Gimme A Break	NBC	14.4/22
45.	Airwolf	CBS	14.3/22
46.	Murder, She Wrote	CBS	14.1/19
47.	Matt Houston	ABC	13.8/23
48.	Gimme a Break	NBC	13.8/21
48.	Double Trouble	NBC	13.8/21
50.	20/20	ABC	13.7/22
51.	St. Elsewhere	NBC	13.6/22
52.	Charles in Charge	CBS	13.3/20
53.	Jump	NBC	13.3/19
54.	Women of San Quentin	NBC	13.2/20
55.	V	NBC	12.8/20
55.	Love Boat	ABC	12.8/20
57.	Hunter	NBC	12.6/20
58.	E/R	CBS	12.5/18
59.	Knight Rider	NBC	12.5/16
60.	Jeffersons	CBS	12.4/18
61.	Alice	CBS	11.6/17
62.	Revenge of the Pink Panther	CBS	11.1/17
63.	Who Will Love My Children?	ABC	10.3/15
64.	Punky Brewster	NBC	9.9/13
65.	Berrenger's	NBC	9.5/15
66.	Silver Spoons	NBC	9.1/12
67.	Call to Glory	ABC	8.8/14

*indicates premiere episode

Westinghouse Scholarship is hoped to boost similiar efforts elsewhere.

According to Welles, Bagehot fellows must carry four courses per semester, most taken at Columbia's Graduate School of Business. In fact, he added, the Bagehot program is one of the few journalism fellowship programs in the country where the courses are accredited and fellows can leave with enough credits to place them "halfway to an MBA."

Applicants for the Westinghouse Scholarship are required to be full time broadcast journalists with a minimum of four years experience and whose work "regularly appears" on U.S. television. There are no previous educational requirements, and a "special effort" will be made to seek qualified minority applicants. Deadline for applications is April 5, 1985, for the academic year 1985-86. For information, contact Chris Welles, director, The Bagehot Fellowship, Graduate School of Journalism, Coulmbia University, New York, N.Y. 10027. □

Business

Exploring the options of 12/25%

New television ownership limits will allow networks, other group owners to pursue stations in many of the top markets; some deals are already in the works

The FCC's new multiple ownership rules (BROADCASTING, Dec. 31, 1984) will allow for a wide range of trading in television stations. Except for the three networks and Metromedia, just about any two groups could merge their television operations without exceeding the 12-station and 25%-coverage limit.

In the top 10 markets the new limits would allow, for instance, ABC to buy VHF stations in Boston and Washington, CBS to buy VHF outlets in San Francisco and Detroit or NBC to buy in Philadelphia and Houston. Beyond the 11th market any of the networks could purchase three V's; beyond the 18th market four V's and beyond the 25th market five V's. These speculations are based on the assumption that top-10-market VHF stations already owned by major groups are not for sale.

Metromedia, if it were to continue its recent switch to purchasing UHF stations could complete its hold on the top 10 markets by purchasing UHF stations in Philadelphia, San Francisco and Detroit and still be enough shy of the 25%.

After those companies, the drop-off is sharp enough in coverage so that most other group owners would have a difficult time reaching the 25% limit.

Chris-Craft, with 9.93% coverage now, could buy VHF's not already locked up by major group owners in four markets: San Francisco, Boston, Washington and Dallas-Fort Worth, giving it 18.18% coverage for its 10 stations, or 6.82% short of the limit. It could then round out its group with U's in New York and Chicago, and still be 1.2% below the limit.

Or take Tribune Co., reported to be among those looking for stations. With 13.40% coverage, if it purchased all the top-10-market V's not already owned by the 20 most significant groups, the coverage of its group would still be 5.16% short of the 25% limit. (Washington, where Tribune owns cable properties that would be a bar to station ownership, is excluded here). It could then fill three of the four spots open in its portfolio and buy UHF's in Los Angeles (selling off smaller cable systems), Philadelphia and Detroit. This highly improbable round of station buying would give Tribune television stations in eight of the top 10 markets, five of them VHF.

What is for sale in the major markets? Besides the Gulf Broadcasting stations, there are reportedly about a dozen UHF facilities, including former STV operations, along with independents in Richmond, Va., and other cities.

Some deals are expected to be announced soon. One rumor has CBS buying its affiliate in Phoenix, now part of Gulf Broadcasting ("Closed Circuit," Jan. 21). NBC, it is also said, has a deal already set where on April 2, after the rulemaking goes into effect, it will announce an agreement to buy its affiliate in Dallas-Fort Worth from LIN Broadcasting. Taft is rumored to be negotiating for two stations in Texas. Oak Communications has supposedly already agreed to sell its Los Angeles UHF for $35 million. There is always the possibility of a merger between two major group owners as well.

Brokers are hard put to think of anyone who is not looking for stations. Except for RKO, which is currently having its ownership qualifications reviewed by the FCC, and Storer Communications, which, because of its recent bout with debt, is said not to be interested in buying now, everyone else is reported to be shopping.

Has the buying pressure led to increased prices? Most brokers say that question is hard to answer because there is not an exact standard used in transactions. The common measurement of whether a station sale is considered a good buy or not is the cash flow multiple: roughly speaking, the sta-

Group Owners, Stations and Percent of Total TV Households Covered

ABC	5 VHF	20.76
CBS	5 VHF	20.59
Metromedia	4 VHF, 3 UHF	20.42
NBC	5 VHF	19.79
RKO General	3 VHF	13.53
Tribune	3 VHF, 2 UHF	13.40
KKR*	5 VHF, 1 UHF	12.60
Westinghouse	5 VHF	10.08
Chris-Craft	5 VHF, 1 UHF	9.93
Cox	5 VHF, 2 UHF	8.09

NOTE: Coverage according to Arbitron ADI's. *KTLA-TV Los Angeles, plus stations formerly owned by Wometco. Seventh station, WSNL-TV Smithtown, N.Y., is satellite and not included in coverage total.

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Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change*	Earnings (000)	% change*	EPS **
Adams-Russell	First	$30,103	19	$2,164	30	$0.35
Disney	First	$426,530	41	$32,189	258	$0.95
General Electric	Fourht	$7,980,000	7	$652,000	13	$1.44
	Year	$27,950,000	4	$2,280,000	13	$5.03
Jones Intercable	Second	$3,161	27	$512	8	$0.06
Rollins Commun.	Second	$25,629	21	$3,339	17	$0.23
Meredith	Second	$121,280	7	$13,230	21	$1.40
MGM/UA	First	$170,863	−11	$1,695	−85	$0.03
Park Commun.	Fourth	$30,049	15	$5,089	25	$0.55
	Year	$106,398	13	$14,053	26	$1.53
Regency Elec.	Second	$29,023	9	$1,362	−40	$0.13
United Artists Communications	First	$96,392	18	$2,080	298	$0.21
Unitel Video	First	$3,128	38	$119,000	−57	$0.05
Westinghouse	Fourth	$2,888,700	11	$160,600	17	$0.91
	Year	$10,264,500	8	$535,900	19	$3.04

** Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.*

Disney net earning change does not include change in accounting for investment tax credits, which raised net earnings of prior year's first quarter to $85.1 million. Increase in revenue and net earnings was "largely due" to newly-incorporated results of Arvida subsidiary, real estate development company. Worldwide television revenues, including The Disney Channel, increased to $20.9 million from $12.7 million in prior first quarter, "primarily due to The Disney Channel," according to company. Theatrical film rentals increased from $14.1 million to $20.4 million, while home video and nontheatrical revenue increased to $36.9 million from $19.7 million. ☐ **General Electric**'s unaudited sales, adjusted for dispositions of mining and housewares operations in second quarter, were up 14% in fourth quarter and 10% for year. ☐ **Meredith** President and Chief Executive Officer Robert A. Burnett said that much of earnings improvement for second quarter could be attributed to company's 50%-owned printing operations and, to lesser extent, television operations. ☐ Operating revenue for **MGM/UA Entertainment Co.'s** television operations increasad 11% to $48.4 million. Operating profit margin for company declined to 8.8%, compared to 16.6% in previous year's first quarter. ☐ **Park Communications** reported year-end operating income, before depreciation and amortization, at $35.5 million, up 15%, and operating cash flow at $20.4 million, up 22%. Figures for fourth quarter were $11.7 million, up 21%, and $6.7 million, up 24%, respectively. Park stock (PARC) began trading on NASDAQ n [illegible] market system last Tuesday. ☐ **United Artists Communication** [illegible] earnings include pre-tax gain of $2,811,000 on disposal of property. ☐ Improved **Westinghouse** unaudited results for fiscal/calendar 1984 came from all four operating groups of company, including broadcasting and cable, which also improved performance in fourth quarter. Company's fourth-quarter operating profit rose from $150.5 million to $199.9 million. Fourth-quarter other income increased from $700,000 to $49.2 million for several reasons, including absence of losses from Satellite News Channel, sold during fourth quarter of 1983.

tion's revenue minus reasonable operating expenses, divided into its sale price. But the simple term, cash flow, can take on a variety of meanings. Are the revenue and expenses 1984 numbers or projected 1985 numbers? If the latter, are those numbers guaranteed by the seller? Are commitments to purchase expensive programing several years hence considered a part of the price? Because of these qualifications, and the type of growth the market is experiencing, a station that sells for 10 times cash flow is not necessarily considered a good buy, any more than a station that sells for 15 times cash flow is a bad one.

Nonetheless, brokers say that station owners, aware of the buying pressure, are being bold in the multiples they are asking for. They are not necessarily getting those prices, however, and at least a few of the UHF stations reportedly have been been sitting on the marketplace for more than a few months. ☐

RCA donates business money. The Columbia Business School last week announced a$150,000 fellowship from RCA that will provide three students with full tuition and stipend over a four-year period. The school's dean, John C. Burton, said it is hoped RCA the fellows will specialize in telecommunications or international business, although that is not a stipulation of RCA. Among the more than a dozen Columbia Business School alumni at NBC are George Hooper, vice president, audience research, and Randall Bongarten, president, NBC Radio.

Capitol Broadcasting Corp.
(Kenneth S. Johnson, President)
has acquired
WDRV (AM) & WLVV (FM)
Statesville-Charlotte, NC
from
Capitol Broadcasting Co., Inc.
(James F. Goodmon, President)
for
$4,000,000 Cash
We are pleased to have served as
broker in this transaction.

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30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, CA
90212
9465 Wilshire Blvd.
(213) 274-8151

1/28/85

owners but received it from only nine. There were reports that the majority feared that independent KTVT would become a superstation if it got the Rangers rights—adding fuel to the existing MLB-superstation controversy.

Healing helper

A new monthly publication, *Physicians TV Guide*, will be mailed in February to approximately 150,000 doctors in the United States. The 7-by-8½-inch guide will list the regularly scheduled programing (broadcast, cable, satellite and videocassette) of six major medical video services—CMESat, Home Continuing Medical Education (HCME), Hospital Satellite Network (HSN), Lifetime, MDTV and Network for Continuing Medical Education (NCME). A typical issue will contain a color-coded monthly calendar, news briefs and features. The guide will be published by Visual Information Systems Inc., a New York-based company involved in production of educational videocassettes for health care professionals. Free distribution will be supported by advertisements from the Roche Laboratories division of Hoffman-LaRoche Inc., Nutley, N.J. Physicians who do not receive the initial issue may write to *Physicians TV Guide*, 15 Columbus Circle, New York 10023.

'Dial' deal

Public Broadcasting Communications has signed a marketing services agreement with East/West Network, an inflight magazine company, covering the monthly public television publication, *Dial*. PBC, as publisher, will continue to have control and final approval over all editorial content and policy. PBC is an arm of WNET(TV) New York and represents a 14-public station consortium under which *Dial* operates. The East/West Network will be responsible for *Dial*'s marketing, research, sales, promotion, manufacturing and distribution.

Aural use

The Public Broadcasting Service and METRACOM Inc. have signed a five-year data distribution agreement to use aural subcarriers (portions of the television signal) to transmit weather data via PBS's satellite facilities. The venture will be coordinated by PBS Enterprises, a for-profit unit of PBS, with net revenues used to reduce PBS operating costs to its member stations.

Another contract

The New York Board of Estimates approved a fourth contract for noncommercial WNYC-TV New York's commercial lease-time program (BROADCASTING, Jan. 14). Under the program, the station will lease part of its daytime schedule to commercial broadcasters who may in turn carry paid advertisements. The new contract is with New York-based Nippon Television Inc., for $1,400 an hour, Monday through Friday at 11-11:35 p.m., for a total of $308,000 annually.

For the Record

As compiled by BROADCASTING, Jan. 16 through Jan. 23, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

- KQAK-FM San Francisco (98.9 mhz; 4.3 kw; HAAT: 1,450 ft.)—Seeks assignment of license from Golden Gate Radio Inc. to San Francisco Associates for $6,400,000, comprising $3.5 million cash, $2.4 million note, payments beginning 4 years after closing and proceeding for 6 years at 12%, $1.9 million of which is convertible to limited partnership, and $500,000 noncompete agreement. Seller is subsidiary of Broadcast Associates Inc., headed by Frederick C. Mezey, president. It also owns WGGG(AM) Gainesville, Fla. Buyer is equally owned by Ivan Braiker and James Ireland. Braiker owns 29% of Highsmith Broadcasting which owns KLHT(AM)-KZZU(FM) Spokane, Wash., and KRPM(FM) Tacoma, where Braiker is general manager. Ireland owns 49.9% of KMZQ(FM) Henderson, Nev. Filed Jan. 16.

- KEEH(TV) Des Moines, Iowa (ch. 63; ERP vis.: 5,000 kw; aur. 500 kw; HAAT: 1,998 ft.; ant. height above ground: 1,993)—Seeks assigment of CP from Des Moines Central Communications Ltd. to Linton Broadcasting for $24,966.91 cash. Seller is owned by Jack Price and Douglas Jones. They have no other broadcast interests. Buyer is owned by Linda F. Estevez, and her husband, Anthony. They are app.'s for new TV 's in San Juan, P.R. and Mayaguez, and also have purchased a CP for new TV in Davenport, Iowa. Filed Jan. 18.

- WMRQ-FM Brookhaven, Miss. (92.1 mhz; 3 kw; HAAT: 285 ft.)—Seeks assignment of license from 21st Century Broadcasters Inc. to Rural Broadcasting Co. for $140,000, comprising $40,000 cash, and remainder note at 12% over 12 years. Seller is owned by James D. Miller and family who have no other broadcast interests. Buyer is owned by B.F. Gerald who also owns co-located WCHJ(AM). Filed Jan. 11.

- KBCQ Roswell, N.M. (1020 khz; 50 kw-U)—Seeks assignment of license from Sky Corp. to Sudbrink Broadcasting Inc. for $600,000. Seller is New York-based station group of six AM's and four FM's headed by Dennis Israel, president. Buyer is Fort Lauderdale, Fla.-based station group of three AM's and one FM owned by Robert W. (Woody) Sudbrink (70%), and his wife Marion (30%). Filed Jan. 11.

- WJYR(FM) Myrtle Beach, S.C. (92.1 mhz; 3 kw: HAAT: 326 ft.)—Seeks assignment of license from Rawley Communications Corp. to Myrtle Beach Broadcasting Ltd. for $1.7 million. Seller is owned by David Rawley Jr., who also owns WINH(AM)-WGMB(FM) Georgetown, S.C., and WJYW(FM) Southport, N.C. Buyer is owned by Don McCoy, president, and Doug Grim, general manager. McCoy owns WDLP(AM)-WGNE-FM Panama City, Fla. Grim was formerly Southeast regional manager for Arbitron. Filed Jan. 11.

Summary of broadcasting as of December 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,716	418	4,134
Educational FM	1,172	173	1,345
Total Radio	9,642	761	10,403
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	365	252	617
Educational VHF TV	114	2	116
Educational UHF TV	176	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Facilities Changes

Applications

AM's

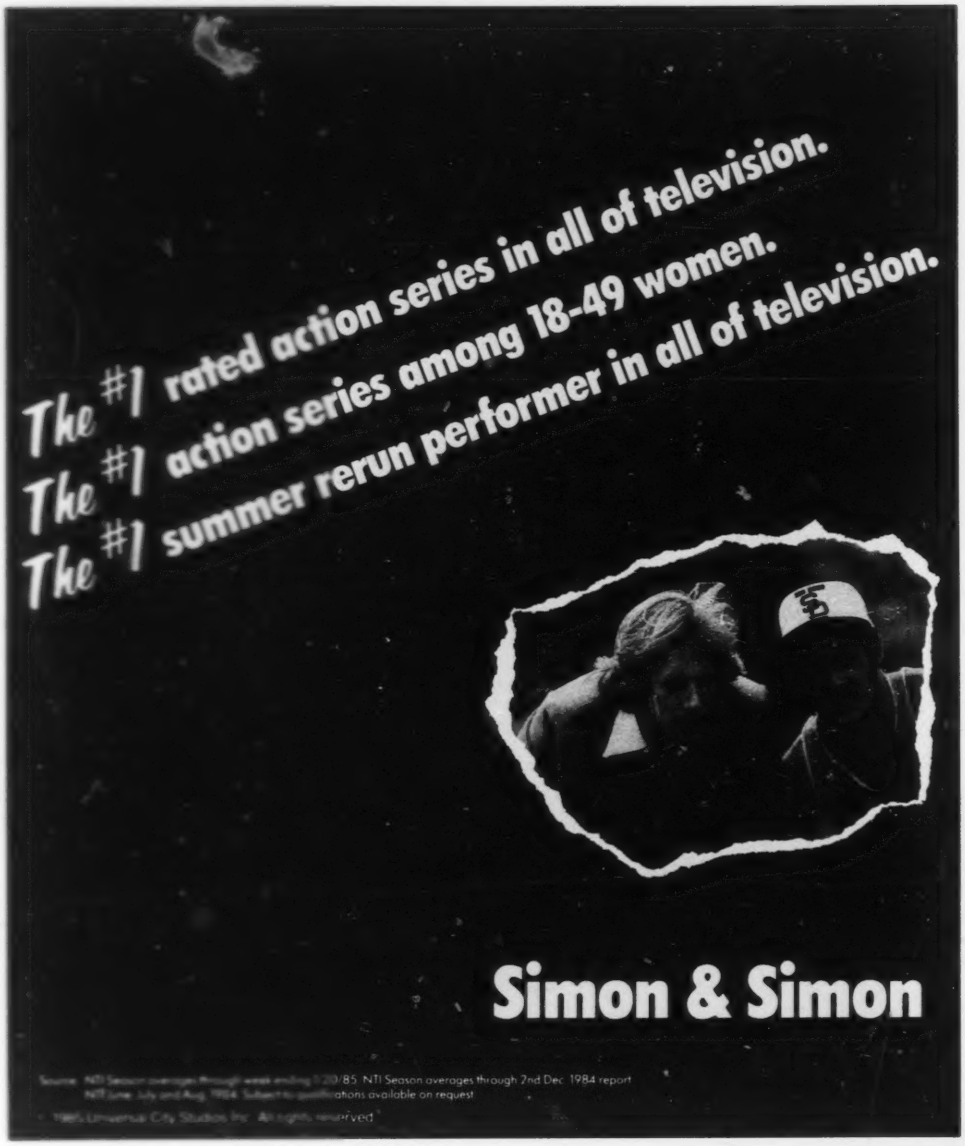
Tendered

- KBBI (1250 khz) Homer, Ark.—Seeks CP to change freq. to 890 khz; increase day and night power to 10 kw, and change TL. App. Jan. 15.
- WNUY (840 khz) Scottsmoor, Fla.—Seeks mod. of CP to change city of lic. to Mims, Fla. App. Jan. 14.
- WCSL (1590 khz) Cherryville, N.C.—Seeks CP to increase power to 1 kw; change TL, and make changes in ant. sys. App. Jan. 15.
- WBJA (1540 khz) Guayama, P.R.—Seeks CP to add night service with 250 w and make changes in ant. sys. App. Jan. 15.
- KLVR (1340 khz) Herber City, Utah—Seeks CP to change freq. to 1210 khz and increase day power to 5 kw. App. Jan. 14.
- KBBO (1390 khz) Yakima, Wash.—Seeks CP to increase day and night power to 5 kw and change to DA-2. App. Jan. 14

C 1750-1A

The Fifth Estate

Broadcasting ⚡ Feb 4


The #1 rated action series in all of television.
The #1 action series among 18-49 women.
The #1 summer rerun performer in all of television.
Simon & Simon

Source: NTI Season averages through week ending 1/20/85. NTI Season averages through 2nd Dec. 1984 report.
NTI June, July and Aug. 1984. Subject to qualifications available on request.

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54th Year 1985

Broadcasting's Top 50 Agencies

Vol. 108 No. 5

Broadcasting ▱ Feb 4

Beer and wine advertising study proposed
Coverage from RAB's Managing Sales Conference
A look at the top 50 advertising agencies

ON THE BAN □ Bill is introduced that would call for study to examine if there is link between drunk driving and beer and wine broadcast advertisements. **PAGE 31.**

READY FOR ACTION □ House Telecommunications Subcommittee lineup is set. **PAGE 32.**

WATCHING AND WAITING □ Radio Marti's inability to get on air draws critical fire from Florida Senator Hawkins. **PAGE 33.**

BILLINGS BONANZA □ BROADCASTING's annual roundup of the top 50 advertising agencies in Fifth Estate billings finds Young & Rubicam and J. Walter Thompson again finishing one and two, with billings over $1 billion. Overall, broadcast and cable billings by the top 50 climbed to $14.4 billion, an increase of 15%. **PAGE 40.**

RADIO SALES TALK □ RAB's fifth Managing Sales Conference aims to improve local sales. Attendees are updated on beer and wine advertising ban. **PAGE 51.** Suggestions for mastering co-op sales. **PAGE 51.** Dealing with the retail problem. **PAGE 52.** Reps predict course of future activity. **PAGE 53.** Advertising agency executives take opposing positions in laying blame for problems between agencies and radio industry. **PAGE 59.**

TECHNICAL TALK □ Television stereo and component video top agenda for SMPTE gathering in San Francisco. **PAGE 60.**

REACHING OUT □ Disney chief Michael Eisner says company must join Hollywood's creative community. **PAGE 62.**

ON TOP □ WTBS and MTV lead list of top ratings winners in cable universe. **PAGE 62.**

ENCORE □ George Watson returns to ABC News bureau chief post in Washington. Fouhy leaves to produce NBC's weekly hour-long, prime time news program. **PAGE 65.**

COURT TALK □ Supreme Court justice, John Paul Stevens, ponders question of allowing television cameras into high court. **PAGE 68.**

RATE COMMENT □ Cable industry, in comments to FCC, asks commission to minimize number of systems that would be required to have their basic rates regulated. **PAGE 69.**

INTERNATIONAL STUDY □ Orion Satellite releases study refuting Intelsat report on subsidy question. **PAGE 82.**

CONGREGATING □ National Religious Broadcasters set to open Washington convention. **PAGE 84.**

TELETEXT PARTNERSHIP □ Taft Broadcasting and Satellite Syndicated Systems offer Electra teletext service free to broadcasters and cable operators. **PAGE 85.**

HANDS-ON □ David Horowitz, president and chief executive officer of MTV Networks Inc., was chief architect of that successful programing venture. **PAGE 107.**

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Open Mike

Deja vu

EDITOR: Broadcasters received the final blow on cigarettes by the Marlboro Man; now it looks like we are going to get it again by John Madden. When will our industry ever wake up?

There is no question the broadcast industry is doing too satisfactory a job selling beer and wine. The beer and wine industry has to cool down its sometimes harsh and hard sell of its products, or it could go the way of cigarettes in the past.

I am hearing almost nothing from the beer and wine industry on all of this, and without their leadership, we are bound to lose in Congress.

I would think it would not be too far out of line for the beer and wine people to consider a small public service saying not to drink while driving. All the public service spots by broadcasters are not going to ever change the minds of Congress. If Congress does put us out of business, as they did on cigarettes, I hope this time we have enough smarts to demand that all beer and wine advertising be barred from all media.—*H. Scott Killgore, KMPG(AM) Hollister, Calif.*

AM stereo dialogue

EDITOR: Stereo is not the elixir that will save AM broadcasting. It is interesting to read valid comments and observations by engineers like Doc Masoomian who try to enlighten management. Management, on the other hand, hears that AM has no bandwidth limitation, and now with stereo, we can compete with FM. Management fails to hear the complete report from engineering that says that AM receivers do not, and never will, have adequate bandwidth to detect "high fidelity." Listeners would never tolerate the 10 khz hetrodynes from U.S. and Canadian stations. They certainly would not tolerate the 5 khz hetrodynes from most Latin American countries at night. In order to prevent such interference it is necessary for receivers to have a narrow bandwidth, and there goes your high fidelity.

Engineers, make sure your administration understands the total system including the receiver limitations.

Management, please listen to your engineering consultants. Try to spend as much time with the engineers as you spend with your accountant.—*Arthur Thompson, manager, WFME(FM) Newark, N.J.*

More helping hands

EDITOR: I read with interest your Jan. 7 article regarding the drive by KSDK(TV) to raise $1,850 for needy St. Louis children. The vice president of WIS(AM) Columbia, S.C., noted in the Jan. 21 issue that his station raised $7,300 and some toys for the needy in his area.

Last December, KMEX-TV Los Angeles delivered 10,000 checks totaling $235,000 to the Red Cross for aid to the explosion victims in Mexico. One week later we raised over $250,000 in cash, food and toys for the needy children of southern California. Our Navidad en el Barrio mini-thon, paid for entirely by KMEX-TV, has now raised over $1 million for needy children in our area. Now,

Errata

Correct figure for **total number of radio stations sold in 1984** should be **1,008,** not 782, as reported in chart in Jan. 28 issue.

☐

Gary Collins is host of Group W's syndicated *Hour Magazine*, not *PM Magazine*, as incorrectly reported in Jan. 21 issue.

☐

The **four half-hours** in **LBS Communications'** two-hour **advertiser-supported block of daytime programing** are ***All About Us, The Great Life, What's Hot, What's Not*** and ***Inday News.*** It was incorrectly reported in the Jan. 21 issue that the fourth show in the lineup was *M.A.S.K.* In addition, *Inday* is targeted to women 25-54, not 18-49 as reported, and has a commercial inventory of 7,000 30-second spots, not 3,500, as also reported.

☐

Lori Pinkerton, from United Stations, New York, is joining MJI Broadcasting there as director of production, not Joshua Feigenbaum, president of MJI, as incorrectly reported in "Fates & Fortunes," Jan. 28.

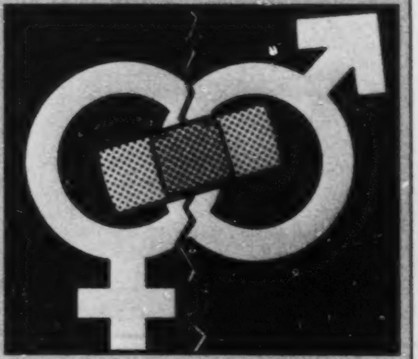
☐

"Closed Circuit" of Jan. 28 should have read "**Gordon Hastings** is understood to be resigning as president of **Katz Television Group**..." and not Blair Television Group.

Stay Tuned

A professional's guide to the intermedia week (Feb. 4-10)

Network television ☐ **ABC:** *Consenting Adult* (drama), Monday 9-11 p.m.; *The Bad Seed* (horror), Thursday 8-10 p.m.; *Surviving* (drama), Sunday 8-10 p.m. **CBS:** *The Corsican Brothers* (classic adaptation), Tuesday 9-11 p.m.; *Kojak: The Belarus File* (drama), Saturday 9-11 p.m.; *The Atlanta Child Murders* (mini-series), Sunday 8-10 p.m. **NBC:** *The Dirty Dozen: Next Mission* (drama), Monday 9-11 p.m. **PBS** (check local times): *Overdrawn at the Memory Bank* (romantic comedy-adventure), Monday 9-10:30 p.m.; *Born of Water* (drama), Monday 10:30-11 p.m.; *Discover: The World of Science** (four-part series), Wednesday 8-9 p.m.; *Gold Lust* (documentary), Wednesday 9-10 p.m.; *Arctic Window* (nature), Wednesday 10-11 p.m.; *Inside the White House* (discussion/critique), Thursday 10-10:30 p.m.; *Hands That Picked Cotton* (documantary), Friday 10-11 p.m.; *Men and Women: After the Revolution* (documentary), Sunday 10-11 p.m.


"Men and Women: After the Revolution" on PBS

Network radio ☐ **PBS** (check local times): *Unsung, Unheard—Black Concert Artists in America** (profile series), Monday 10-11 p.m.

Cable ☐ **Arts & Entertainment:** "Jane Eyre" (five-part adaptation), Friday 8-9 p.m.; *Sounds Magnificent** (profile series), Friday 9-10:40 p.m.; *St. Martin's Lane* (romance), Saturday 8-9:30 p.m.; *Les Grandes Manoevres* (romantic comedy), Saturday 10-11:50 p.m.; *The Baltimore Lampoon** (comedy series), Sunday 11-11:30 p.m. **ESPN:** *ESPN's Sunday Night College Baseball** (weekly series), Sunday from 8 p.m. **HBO:** *So You Wanna Be A Star?* (documentary), Tuesday 2:30-3:30 p.m.; *Day to Day Affairs* (comedy sketches), Monday 10-11 p.m.; *Sexual Abuse of Children—Beyond the Secret* (documentary), Wednesday 10-11 p.m. **Lifetime:** *ABC Notebook: Teen Suicide* (prevention special), Friday 12:30-1 a.m. **The Nashville Network:** *Yesteryear in Nashville* (profile), Monday and Tuesday 11:30 p.m.-midnight.

Museum of Broadcasting ☐ Sports production seminar with Roone Arledge, president, ABC News and Sports, Thursday 12:30-2 p.m. *KTLA: West Coast Pioneer*, tribute to independent television station KTLA Los Angeles, 40 hours of programing, now through March 15. *Hallmark Hall of Fame: A Tradition of Excellence*, examination of key role sponsor has played in development of programing, focusing on 14 dramatic themes, now through April 18.

*indicates premiere episode

Special Report

BROADCASTING'S TOP 50 AGENCIES

- Admarketing
- Advanswers Media Programing
- Ally & Gargano
- N W Ayer
- Backer & Spielvogel
- Ted Bates
- BBDO
- Benton & Bowles
- Bloom Cos.
- Bozell & Jacobs
- Leo Burnett
- Campbell-Ewald
- Campbell-Mithun
- Chiat Day
- Cunningham & Walsh
- Dailey & Associates
- Dancer Fitzgerald Sample
- D'Arcy MacManus Masius
- Della Femina, Travisano & Partners
- W.B. Doner
- Doyle Dane Bernbach
- William Esty
- Foote, Cone & Belding
- Geers Gross
- Grey
- HBM Creamer
- Jordan, Case & McGrath
- Kenyon & Eckhardt
- Ketchum
- Kornhauser & Calene
- Laurence, Charles & Free
- Marschalk
- MCA
- McCaffrey & McCall
- McCann-Erickson
- Needham, Harper & Steers
- Ogilvy & Mather
- Ohlmeyer
- Rosenfeld, Sirowitz & Lawson
- Ross Roy
- Saatchi & Saatchi Compton
- Scali, McCabe & Sloves
- SSC&B
- Tatham-Laird & Kudner
- J. Walter Thompson
- Tracy-Locke BBDO
- Waring & LaRosa
- Warwick
- Wells, Rich, Greene
- Young & Rubicam

Top 50 Fifth Estate agencies post 15% billings rise in '84

Topping list of biggest spenders last year was Young & Rubicam with its $1.4 billion of radio, TV and cable advertising; total spending by all 50 was $14.4 billion

Broadcast-cable spending in 1984 by the top 50 radio-television-cable advertising agencies climbed to more than $14.4 billion, topping the 1983 figure by 15.2%.

In BROADCASTING's 33d annual survey, the top 50 Fifth Estate agencies alloted slightly more than $13 billion in domestic billings to television, a gain of 17% over 1983. Radio expenditures among the 50 leading agencies reached almost $1.5 billion, an increase of 15% over 1983. And cable investments rose from $163 million in 1983 to more than $281 million last year, a 73% rise.

Young & Rubicam captured first place in the agency sweepstakes for the seventh consecutive year, registering a total of $1,354,200,000, up from a total of $1,090,000,000 in 1983. Y&R exceeded its 1983 combined broadcast-cable total by more than $263 million.

In the runner-up position was J. Walter Thompson, which amassed a total of $1,093,000,000, surpassing its 1983 figure by $97.8 million. BBDO retained its grip on

BROADCASTING's top 50 advertising agencies

In millions

Agency	*Combined broadcast-cable billings*	*Total TV*	*TV network*	*TV spot*	*Total radio*	*Radio network*	*Radio spot*	*Cable TV*	*Broadcast percent of agency's total billings*	*Broadcast billings % change from 1983*	*Last year's rank*
1. Young & Rubicam	1,354.2	1,240.6	917.4	323.2	75.4	21.3	54.1	38.2	64	+ 24.2	1
2. J. Walter Thompson	1,093.0	1,006.3	675.6	330.7	67.5	19.2	48.3	19.2	72	+ 10.3	2
3. BBDO	844.0	733.0	430.0	303.0	95.0	30.0	65.0	16.0	60	+ 9.3	3
4. Leo Burnett	742.0	716.0	544.0	172.0	16.0	3.0	13.0	10.0	67	+ 17.4	4
5. Ogilvy & Mather	712.9	675.5	529.9	145.6	37.4	11.5	25.9	—	65	+ 28.1	5
6. Dancer Fitzgerald Sample	605.8	547.8	271.3	276.5	40.3	11.9	28.4	17.7	81	+ 15.3	6
7. Foote, Cone & Belding	575.0	491.0	282.0	209.0	67.0	11.0	56.0	17.0	78	+ 24.8	8
8. D'Arcy MacManus Masius	574.6	486.0	295.0	191.0	73.0	20.0	53.0	15.6	65	+ 27.6	10
9. Grey Advertising	549.5	498.7	349.3	149.4	30.5	2.6	27.9	20.3	59	+ 13.8	7
10. McCann-Erickson	509.1	440.0	247.4	192.6	60.1	1.6	58.5	9.0	68	+ 16.2	9
11. Doyle Dane Bernbach	427.5	387.5	244.8	142.7	26.0	1.3	24.7	14.0	49	+ 6.3	11
12. N W Ayer	396.0	348.0	258.0	90.0	46.0	26.0	20.0	2.0	61	+ 67.4	20
13. SSC&B	349.3	319.9	223.2	96.7	28.4	3.9	24.5	1.0	78	+ 19.0	15
14. Benton & Bowles	339.0	301.0	170.0	131.0	26.0	8.0	18.0	12.0	70	+ 15.3	14
15. Saatchi & Saatchi Compton	334.0	309.0	250.0	59.0	9.0	9.0	—	16.0	82	+ 5.0	12
16. Ted Bates	322.7	296.4	211.4	85.0	19.3	11.2	8.1	7.0	70	+ 17.0	17
17. William Esty	318.0	303.0	224.0	79.0	11.0	5.0	6.0	4.0	61	+ 3.2	13
18. Backer & Spielvogel	317.8	273.7	214.8	58.9	36.0	6.3	29.7	8.0	80	+ 18.3	18
19. Needham, Harper & Steers	312.7	280.2	213.0	67.2	31.5	15.4	16.1	1.0	49	+ 7.3	16
20. Wells, Rich, Greene	248.6	218.4	145.0	73.5	23.2	2.2	21.0	7.0	55	+ 25.3	21
21. Campbell-Ewald	217.5	183.2	145.5	37.7	28.7	12.9	15.8	5.5	57	- 9.4	19
22. Advanswers/Media Programing	207.0	189.0	138.0	51.0	15.0	1.0	14.0	3.0	77	+ 21.6	23
23. Bozell & Jacobs	204.3	135.7	51.5	84.2	65.8	8.8	57.0	2.8	31	+ 29.0	27
24. Campbell-Mithun	180.2	156.2	54.9	101.3	24.0	2.5	21.5	—	60	+ 19.9	29
25. Tracy-Locke/BBDO	177.6	139.2	29.2	110.0	37.3	7.3	30.0	1.1	85	+ 9.9	26
26. Della Femina, Travisano & Partners	177.4	146.5	49.8	96.7	30.2	2.4	27.8	0.7	79	+ 14.0	28
27. HBM/Creamer	171.4	153.6	83.3	70.3	16.8	0.5	16.3	1.0	57	+ 0.2	22
28. Cunningham & Walsh	163.0	151.1	75.6	75.5	7.6	1.9	5.7	4.3	47	- 1.1	24
29. Marschalk	162.0	153.0	104.8	48.2	9.0	—	8.5	—	59	+ 61.6	33
30. Admarketing	146.0	139.0	—	139.0	6.9	—	6.9	0.1	83	+ 10.3	30
31. Chiat/Day	135.0	125.0	80.0	45.0	9.0	—	9.0	1.0	85	+ 69.0	40
32. Kenyon & Eckhardt	133.0	110.0	63.0	47.0	20.0	3.0	17.0	3.0	62	- 18.2	25
33. Ohlmeyer Advertising	126.0	125.0	120.0	5.0	1.0	—	1.0	—	95	+ 43.0	37
34. Scali, McCabe & Sloves	123.2	108.0	60.0	48.0	14.0	—	14.0	1.2	54	+ 43.5	38
35. Jordan, Case & McGrath	121.0	102.0	58.0	44.0	12.0	6.0	6.0	7.0	73	+ 21.0	34
36. Ketchum Communications	116.2	95.0	37.1	57.9	21.2	2.7	18.5	0.1	42	+ 22.2	35
37. W.B. Doner	108.9	83.0	7.7	75.3	25.9	1.9	24.0	0.4	67	+ 3.2	32
38. Rosenfeld, Sirowitz & Lawson	101.0	90.0	20.0	70.0	11.0	1.2	9.8	—	77	+ 9.4	36
39. Ally & Gargano	100.0	95.3	35.7	59.6	3.7	—	3.7	1.0	64	- 12.0	31
40. Dailey & Associates	100.0	87.0	67.0	21.0	12.0	0.5	11.5	1.0	65	+ 26.5	41
41. Tatham-Laird & Kudner	94.5	80.0	44.0	36.0	10.0	—	—	4.5	40	+ 32.0	44
42. Ross Roy	89.0	72.0	43.0	29.0	16.0	1.0	15.0	1.0	40	+ 71.8	49
43. Kornhauser & Calene	85.8	72.5	59.5	13.0	12.0	3.0	9.0	1.2	70	+ 4.6	39
44. MCA Advertising	80.0	75.0	40.0	35.0	2.0	—	2.0	3.0	53	+ 2.5	42
45. McCaffrey & McCall	71.1	62.3	56.1	6.2	7.2	1.4	5.8	1.6	40	- 2.8	43
46. Laurence, Charles & Free	65.0	60.0	33.0	27.0	4.0	1.0	3.0	1.0	30	+ 8.3	45
47. Warwick Advertising	55.8	50.2	42.6	7.6	5.3	3.2	2.1	0.3	41	+ 5.4	48
48. Waring & LaRosa	55.4	47.9	37.9	10.0	6.5	4.8	1.7	1.0	68	+ 2.0	47
49. Geers Gross	51.5	48.0	15.0	33.0	2.5	0.3	2.2	1.0	48	—	—
50. Bloom Cos.	50.9	31.5	4.5	27.0	19.4	3.4	16.0	—	53	—	—

third place with $844 million in broadcast-cable expenditures, up $72 million from 1983. Leo Burnett followed in the fourth spot with $742 million, dwarfing the previous year's total by $118 million.

Y&R's broadcast advance of more than $263 million was the largest gain of the year, followed by Foote, Cone & Belding, which added $131 million in broadcast-cable spending. Other striking increases were registered by D'Arcy MacManus Masius, up $121 million; Leo Burnett, up $118 million; J. Walter Thompson, up $97.8 million, and Dancer Fitzgerald Sample, up $80 million.

A total of 45 agencies showed billing increases while three reported declines from 1983 levels. New to the top 50 are Geers, Gross, Bloom Advertising and Saatchi & Saatchi Compton (although Compton made the list last year its merger).

Understandably the front-ranking Young & Rubicam with its enormous spending leverage was the leader in four broadcast categories: total broadcast billings, $1.35 billion; total TV billings, $1.24 billion; network TV billings, $917.4 million, and biggest broadcast gain, $263.4 million. BBDO captured the top spot in three classifications: total radio, $95 million; network radio billings, $30 million, and spot radio billings, $65 million. J. Walter Thompson captured honors in spot TV billings with $330.7 million.

Young & Rubicam was also the leader in cable TV advertising with an investment of $38 million, up from its $29.4 million in 1983. Second on the cable list was Grey Advertising with $20.3 million and J. Walter Thompson came in third with $19.2 million. And the number of agencies reporting cable expenditures was up—44 of the 50 compared to 35 the year before.

The following is an alphabetical listing of the top 50 billing broadcast-cable agencies based on their domestic figures. The figures were obtained from the agencies themselves for the most part; for others estimates were obtained from various sources.

30

Admarketing □ Broadcast-cable billings at Admarketing rose 10.3% last year (a gain of about $13.5 million) to $146 million. Television billings totaled $139 million and radio billings accounted for $6.9 million. The agency also reported cable billings of $100,000. New accounts included C&R Clothiers, Select TV, The Disney Channel, Georgia-Pacific Household Products Division, Los Angeles Raiders, Dakota Farms Cheese and Preview, the subscription television service.

22

Advanswers/Media Programing □ This Gardner subsidiary increased its broadcast-cable billings by almost 22% ($37 million) last year for a total of $207 million. Total TV billings came to $189 million, while radio billings amounted to $15 million. The agency also billed $3 million in cable advertising. New accounts last year included Firestone Tire & Rubber Co., Ralston Purina (new product assignments), Airwick Industries (new product assignments), Southwestern Bell, Johnson & Johnson (new products), Hollywood Brands (new product) and Pet Inc., (dairy division).

39

Ally & Gargano □ Broadcast-cable billings at Ally & Gargano declined 12% from last year to $100 million, mostly due to its network TV accounts which dropped from $54.8 million to $35.7 million. It billed $3.7 million in radio and $1 million in cable TV. Ally & Gargano last year added accounts with Polaroid, RCA Communications, Bryan Foods Inc. and Ciba-Geigy. It left Franklin Computer.

12

N W Ayer □ The agency came off an outstanding year in broadcast-cable billings, which soared 67.4% to $396 million. Network television expenditures showed the biggest gain, increasing by $90.4 million to $258 million. Spot television rose by more than $52 million to $90 million and network and spot radio billings gained a combined $15.1 million to total $46 million. Major accounts that joined the agency in 1984 were: J.C. Penney, U.S. Department of Commerce (U.S. Traveland Tourism Administration division) and Anthony Industries Inc. (Anthony Pools division). Accounts that left last year included Braniff International, Compushop Inc., Glenbrook Laboratories (a division of Sterling Drug), Sears, Roebuck & Co., NuVision Inc., Chef America (a division of Intermark Enterprises), Communi-Com Inc. and Southern California Rapid Transit.

18

Backer & Spielvogel □ B&S increased its broadcast-cable spending by more than 18% during 1984 to $317.8 million, up more than $48 million. Of the total billings, television accounted for $273.7 million, radio $36 million and cable TV $8 million. Major new accounts on the agency roster were James Catto & Son (Steidl's wine cooler), Miller Brewing Co. (Milwaukee's Best) and the Quaker Oats Co. (Celeste Frozen Pizza). B&S left the Sony's Betamax VCR account. Among the active radio-TV accounts during 1984 were Campbell Soup, Helene Curtis Industries, NCR Corp., Quaker Oats and Red Lobster Inns.

16

Ted Bates Advertising □ After a slightly off year in 1983 when total broadcast billings slipped 2.6% to $275.7 million, Ted Bates bounced back in 1984, climbing 20.7% in combined broadcast-cable expenditures to $322.7 million. Breaking it down, the agency spent $211.4 million in network television; $85 million in spot television; $11.2 million in network radio; $8.1 million in national spot radio, and $7 million in cable. Two major accounts added in 1984 were Anheuser-Busch and Uncle Ben's. Accounts resigned included Mobil, Beiersdorf, Duffy Mott and Rose Holland House.

3

BBDO □ Broadcast-cable billings climbed by $72 million to $844 million as TV spending grew by $67 million and radio by $5 million. BBDO took top honors in spot, network and total radio billings. The agency upped its cable investment slightly—from $15 million in 1983 to $16 million in 1984. During the year BBDO acquired Wisk Powder from Lever and DuPont Carpet Fibers, Cut Rite Wax Paper and Wash a Bye Baby from Scott Paper. Lost during the year were Tupperware and Firestone Tire & Rubber Co. Clients active in network and spot TV and radio were General Electric, Stroh Brewery, Gillette, Campbell Soup, Pepsi-Cola, Dodge cars and trucks, Wrigley and Black & Decker. Program sponsorships were made during 1984 by Campbell Soup Co. for *Young People's Special*; Pepsi-Cola for the *Miss America Pageant*; General Electric for the *Academy Awards*, and duPont for the *Lucille Ball Special*.

14

Benton & Bowles □ Combined broadcast-cable billings for Benton & Bowles last year rose 15.3% to $339 million, with the bulk of that figure concentrated on television. The agency spent $170 million in network television and $131 million in national spot time. On the radio side, $8 million was channeled to network and $18 million to spot. There was also $12 million invested in cable television—up from virtually no expenditures in the medium in 1983. A list of major accounts added during the year included Tropicana, Entenmanns, Oroweat Foods, Avco Inc. and First National Bank, Chicago. Accounts that left were Emery Worldwide, Digital Equipment and Campbell-Taggart

50

The Bloom Cos. □ This is the first year the Dallas-based Bloom Companies made BROADCASTING's top 50 agency list. It had total TV-radio billings of $50.9 million in 1984, 53% of its overall billings. Total TV billings came to $31.5 million, with $27 million earmarked to spot. Radio totaled $19.4 million, with $16 million in spot and the balance in network radio. It did not report any cable TV business. Bloom did not add or lose any major accounts in 1984, but it did report that Dallas-based Zales Jewelers was its principal network TV client. Other clients in spot television and spot radio included Owens Country Sausage, Fox & Jacobs (housing developer), Del Taco Restaurants, Earth Grains Breads and Amalie Refining Co.

23

Bozell & Jacobs Inc. □ Television and radio billings at Bozell were up 29% in 1984, to $204.3 million, a gain of $46 million. Television billings totaled $135.7, while radio billings totalled $65.8 million. The agency also did $2.8 million in cable business. Accounts added included American Stores, Beatrice Foods, Bell Helicopter, Control Data Corp., Dominion Resources Corp., Eastman Chemical Products, Firstel and Valvoline Oil Co. Accounts that left included First Bank System, Illinois Department of Commerce-Tourism and Satellite Television Corp.

4

Leo Burnett Co. □ The agency reported a hefty gain of $118 million in billings, for a combined radio-TV-cable total of $742 million, resulting from the acquisition of Hewlett-Packard and Kraft, plus increases in spending by a long list of established clients. No account losses were reported during the year. The agency expanded its investment in cable television to $10 million from $7 million in 1983. Traditionally a heavy spender in radio-TV, BBDO claimed an extensive lineup of broadcast clients in 1984 including American Bankers Association, Allstate Insurance, Beatrice Foods, Samsonite, Commonwealth-Edison, Heinz, Keebler Kellogg, Maytag, Miller Brewing, McDonald's, Nestle, Oldsmobile, Procter & Gamble, Pillsbury, RCA, Starkist, United Airlines, Union Carbide and Union Oil.

21

Campbell-Ewald □ Estimated broadcast-cable billings at Campbell-Ewald dropped 9.4% from 1983 to $217.5 million. Television billings were down by 7.5% to $183.2 million ($145.5 million in network and $37.7 million in spot) while radio billings declined by 10.3% to $28.7 million ($12.9 million in network and $15.8 million in spot). Investment in cable was cut nearly in half—from $10 million in 1983 to $5.5 million last year.

24

Campbell-Mithun Inc. □ Broadcast billings for Campbell-Mithun Inc. were up almost 20% ($30 million) in 1984, to $180.2 million. Most of that came from the agency's television billings which added up to $156.2 million, with the remainder from the radio side—$24 million. The agency did no cable business last year. Major accounts added included Control Data Corp., SHARE Development Corp., Midway Airlines and Montgomery Ward. The agency resigned from its Republic Airlines account.

31

Chiat/Day Inc. □ The agency registered a 69% increase in broadcast-cable billings in 1984, for a total of $135 million, with gains showing up in almost all media. TV expenditures totaled $125 million, radio $9 million and cable $1 million. A long list of clients were added in 1984, including Pizza Hut, Porsche, Miller Brewing, Drexel Burnham, Integrated Resources, NYNEX, Topp's, Barneys New York, California Coolers and 3M. Accounts that left were Clairol, TDK and Holland America.

28

Cunningham & Walsh □ Combined broadcast and cable billings were off a little more than 1% at C&W in 1984, to $163 million. Television billings for the agency totaled $151.1 million last year, with radio advertising accounting for $7.6 million. C&W also did $4.3 million in cable business. Accounts added included Moet Hennessy U.S. Corp. and Sounder Sports Inc. Accounts that left included Brown & Williamson Tobacco Co., LaChoy Food Products, Fireman's Fund Insurance Co. and Wrather Port Properties.

40

Dailey & Associates □ Dailey & Associates experienced a 27% increase in broadcast-cable billings in 1984 to $100 million, with television accounting for 87%. Total television billings increased 45% to $87 million, with network TV more than doubling to $67 million, but spot TV was down 27% to $21 million. Radio accounted for $12 million in billings, with all but $500,000 of that in spot. Cable TV accounted for $1 million. Major new accounts added included Christian Brothers, Teleflora, Mattel, Godfather's Pizza, Peter Pan Peanut Butter, Carnation Co. and California Avocado Commission. It left Mexicana Airlines.

6

Dancer Fitzgerald Sample □ DFS added $80 million in TV-radio billings in 1984, for a total of $605.8 million, a jump of 15%. This increase was achieved even though DFS's broadcast share for the second straight year declined, falling to 80.8% in 1984 from 83.8% in 1983. Television billings jumped by more than $58 milion while radio expenditures increased by a comfortable $15 million to more than $40 million. DFS expanded its investment in cable TV by more than 50% in 1984 to $17.4 million. New accounts and assignments obtained by the agency during the year included Popsicle Industries, Martlet Importing (Molson Golden Ale), Republic Airlines, Western Union EasyLink, Entre Computer Centers, Mazola Corn Oil, various products from the Best Foods Division of CPC International, Compris Hotel Corp. and Macmillan Book Club. Resigned during the year were Hellmann's Mayonnaise, Bridgestone Tire, Grid Systems and California Prune Board. Big broadcast spenders at DFS were Toyota, Peter Paul Cadbury, Nabisco, American Cyanamid, General Mills, Procter & Gamble, Hanes/L'eggs, Wendy's Restaurants, Blue Bell (Wrangler), Western Union and Kenner. Active in TV program sponsorships were Toyota, Beneficial Finance, Peter Paul Cadbury, Nabisco, American Cyanamid, Florida Department of Citrus, General Mills, Hanes, Procter & Gamble and Best Foods.

8

D'Arcy MacManus Masius □ For the second straight year DMM added substantially to its broadcast-cable billings, swelling its total in 1984 by $121 million to $574.6 million. Radio dropped by $2 million but this was more than offset by television's increase of $123 million (including cable television's contribution of $15.6 million.) New advertisers to the DMM roster in 1984 included LA Beer from Anheuser-Busch, Campbell-Taggart, National Dairy Federation, Beatrice Foods and Verbatim (computer disks). Leaving D'Arcy last year were Michelob and Michelob Light. Major broadcast accounts during 1984 were Anheuser-Busch, Pontiac, Cadillac, General Motors Parts, Mars, Whirlpool, National Dairy Federation, AT&T, Florists' Transworld Delivery (FTD) and Equitable Life.

26

Della Femina, Travisano & Partners □ Combined broadcast-cable billings at Della Femina were up a respectable 14% (about $22 million) in 1984, to $177.4 million. Television billings totaled $146.5 million. Radio billings totaled 30.2 million. Although not a big factor in the agency's television business, it reported cable billings of $700,000. Accounts added included Schering-Plough, Health America Corp., Metromedia Telecommunications, National Medical Enterprises, Westinghouse Broadcasting and Cable Co., Eastman Radio, Book-of-the-Month Club and Isuzu Dealers Association. Accounts resigned included Sharp Electronics, Kapro Portable Business Computers, Continental Tire Co., and KDKA-TV Pittsburgh.

37

W.B. Doner □ This agency increased its combined broadcast-cable billings to $109 million in 1984. Television accounted for $83 million, while radio contributed $25.9 million and cable $400,000. Among the accounts it added were Little Caesar International, Vie de France, Hawaiian Host, Pick Systems, Thrifty Corp., and several regional auto dealer associations. It left the Art Van Furniture account and a regional Pizza Hut account.

11

Doyle Dane Bernbach □ Total broadcast-cable billings for the agency came to $427.5 million—

up 6.3% over 1983. Television billings reached $387.5 million ($244.8 million in network and $142.7 million in spot) while radio billings totaled $26 million ($1.3 million in network and $24.7 million in spot). Doyle Dane Bernbach also spent $14 million last year in cable. New accounts added to the agency's portfolio in 1984 were Brown & Williamson, Popeye's, Excedrin, Comshare, North American Philips (Magnavox) and CBS Fox Video. Accounts that left: Atari, Polaroid Consumer Products, El Al Airlines and Parliament cigarettes.

17

William Esty Co. □ Broadcast and cable billings for the William Esty Co. increased by 3.2% over 1983 to $318 million, with a large portion of that figure directed to television—$224 million in network and $79 million in spot. Total radio billings dropped from $26 million to $11 million. The agency's investment in cable television last year reached $4 million. A major account added during the year was American Home Products (Boyle Midway division). Accounts that left in 1984 were Colgate-Palmolive, Warner-Lambert and Ecko Housewares Co.

7

Foote, Cone & Belding □ FCB enjoyed a banner year in 1984, swelling its broadcast-cable total by $131 million to reach $592 million. The upsurge was achieved through an increase in the broadcast percentage to 78% from 71% in 1983, the acquisition of new accounts, and additional assignments from old clients. During 1984, FCB added new accounts or assignments from Long John Silver Restaurants, Celestial Seasonings, First Interstate Bank of Arizona, Colgate-Palmolive, Block Drug, National Dairy Board and Carnation. Resigned during the year were Pizza Hut and Gatorade. FCB's sharp increase in billings resulted from a $96-million addition in television, a gain of $18 million in radio and a $17-million investment in cable television. The agency's principal broadcast accounts during the year included Block Drug, Colgate, Corning Glass Works, Frito-Lay, Thomas J. Lipton, Adolph Coors Co., Kimberly-Clark, Kraft, Long John Silver, Pearle Vision Center, Sears, Roebuck & Co., Stokely Van Camp, Armour-Dial Inc., Clorox Co., Levi Strauss & Co., Carnation Co. and the California Milk Advisory Board.

49

Geers Gross Advertising □ A subsidiary of London-based Geers Gross Ltd., Geers Gross Advertising had combined broadcast-cable billings of $51.5 million in 1984, enough to push it onto BROADCASTING'S anuual top 50 agency list. Total TV billings came to $48 million, with 69% of that in spot and 31% in network. Total radio billings added up to $2.5 million, with nearly all of that in spot. It also billed $1 million in cable TV. Among the new broadcast clients Geers Gross added in 1984 were G.H. Bass, Hebrew National, Lea & Perrins, Ultrasuede/Spring Industries and L'Oreal. Accounts it left included Gold Seal (Snowy Bleach), W&J Sloane and Fortunoff. Although the vast majority of Geers Gross' clients bought spot television, those who found their way onto network television in 1984 included Warner Cosmetics, Buxton Inc. consumer products and Lehn & Fink Cosmetics.

Biggest spenders

Total broadcast-cable billings

Young & Rubicam—$1.35 billion

□

Total TV billings

Young & Rubicam—$1.24 billion

□

Network TV billings

Young & Rubicam—$917.4 million

□

Spot TV billings

J. Walter Thompson—$330.7 million

□

Total radio billings

BBDO—$95 million

□

Spot radio billings

BBDO—$65 million

□

Cable TV billings

Young & Rubicam—$38.2 million

□

Network radio billings

BBDO—$30 million

9

Grey Advertising □ The agency's broadcast-cable spending swelled by about 14% to $549.5 million as Grey added more than $66 million in billings to its 1983 total. Television contributed an additional $58.5 million and radio almost $8 million. Cable billings vaulted by 40% to $20.3 million. During 1984 Grey added General Mills Restaurant Group, Toys 'R' Us, Wallace, Osco Drugs/Jewel Companies and Grand Central Department Stores. Grey's extensive list of broadcast advertisers included AMC Renault, Arby's, Block Drug, General Foods, Jeno's, RCA, Panasonic, Revlon, Timex, Union Underwear, Kayser Roth, Kenner, Procter & Gamble and Mennen. Among program sponsors were Block Drug, Borden, Canada Dry, General Foods, Kenner and Revlon.

27

HBM Creamer □ Broadcast-cable billings at this agency were flat last year, totaling $171.4 million, technically a gain of 0.2% from last year's total of $171.0 million. Total TV billings at the agency were $153.6 million, while radio billings amounted to $16.8 million. HBM did $1 million in cable business. The agency reported that it neither gained nor lost any major accounts in 1984. Major clients include Stouffers, Sheraton Corp., Parker Bros., A&W Beverages, Alcoa Building Products, Northeast Oldsmobile Dealers and Stanley Works.

35

Jordan, Case & McGrath □ JC&M increased its combined broadcast-cable billings 21% over 1983 to $121 million, with both spot TV and cable television showing big percentage gains. Total TV billings contributed $102 million while radio accounted for $12 million and cable TV $7 million. Accounts added by the agency came from Revlon Health Care, A.H. Robins, Nestle U.S.A., Selchow & Richter, Tonka, Wheat Industry Council, Welch Foods and Norcliff Thayer. Richardson-Vicks and Long John Silvers were the two accounts that left.

32

Kenyon & Eckhardt □ Broadcast and cable billings at K&E were down 18.2% last year, dropping to $133 million, compared to $162.6 million in 1983. The agency's television billings last year totaled $110 million while radio billings totaled $20 million. K&E's cable business amounted to $3 million. Accounts added last year included New York Telephone, Kawasaki, J.H. Filbert Inc. and Lorimar. Accounts that left included Colgate-Palmolive and Pet Inc.

36

Ketchum Communications Inc. □ Ketchum posted a 22% increase in combined broadcast-cable billings over 1983, with the biggest increase coming in network television. Total television investments were $95 million, radio billings hit $21.2 million and cable TV billings were $100,000. Among the accounts resigned this year were Rockwell, Season-All, Calgon, Air Jamaica, Laventhol & Horwath, Northstar Computers and Valu-Rite Pharmacies. Accounts added included Hansen Foods Inc., Pacific Bell, Homelite/Jacobson, Coleco Industries, Hanes (legwear), Certainteed and Katrin Systems.

43

Kornhauser & Calene □ K&C posted $85.8 million in broadcast-cable billings last year, up 4.6% from 1983. Of that total, $72.5 million came from television, $12 million from radio and $1.2 million from cable. White Hall Labs's Anacin III was one account added during the year. Other major K&C clients included Boyle Midway, American Home Foods, Church & Dwight, Purdue Frederick, National Westminister Bank and J.P. Stevens.

46

Laurence, Charles & Free □ New York-based Laurence, Charles & Free's total broadcast-cable billings rose 8.3% in 1984 to $65 million. Total TV billings rose 7% to $60 million, with network up 6% to $33 million and spot up 8% to $27 million. Cable TV contributed $1 million. New accounts included S.C. Johnson (Rydelle Laboratories—Fiberall, Zact), Hearst Corp. (corporate), Uniden Corp. of America (communications equipment) and Drackett Co. (household cleaning products). It left Bristol-Myers (Ban).

29

The Marschalk Co. □ The agency almost doubled its network TV billings over 1983 to $104.7 million, and increased its total broadcast billings 61.6% to $162 million. Among major accounts added were North American Philips Home Interactive Systems, Sony Betamax, Comerica Bank, DEP Corp., San Francisco Marriott and Fuddruckers Restaurants. The agency also received additional assignments from Del Monte, Gillette, Economics Laboratory and Bob Evans Farms Inc. Marschalk left the Smirnoff and Igloo Corp. accounts.

44

MCA Advertising □ Last year saw MCA Advertising increase its broadcast-cable billings 2.5% to $80 million with television representing 93% of the total. Television billings advanced 4% to $75 million, with network up 33% to $40 million but spot down 17% to $35 million. It billed $3 million in cable TV. Major broadcast accounts added during the year included H.J. Heinz (Weight Watchers bread and ice cream), Chico-San Rice Cakes, Hanes Knitwear (Comfitables men's underwear), Monsanto (Wear-Dated Carpet Fibers), Meca (home computer software). MCA lost the Tropicana Orange Juice account (spot TV) in 1984.

45

McCaffrey & McCall □ M&M experienced a 2.8% drop in its total broadcast-cable billings in 1984 to $69.5 million. Total television dropped 11% to $69.5 while network TV dropped 6.5% to $56.1 million and spot TV slipped 19% to $6.1 million. Cable TV expenditures rose, however, from $1 million in 1983 to $1.6 million in 1984. New clients included the National Coffee Association, a $15- million television account. It left European American Bank.

10

McCann-Erickson □ The agency's broadcast-cable billings increased by $71 million over 1983, including a gain of $40 million in television, $26 million in radio and $5 million in cable for total broadcast-cable billings of $509.1 million. McCann's growth was sparked by the addition of such accounts as Sony Audio Products ($13 million), Heublein ($15 million), Murjani ($5 million), Renfield Importers ($5 million) and Haagen-Dazs ($1 million). Resigned during the year were U.S. Borax ($6 million) and Brown-Forman ($7 million). McCann's principal broadcast clients included Coca-Cola, AT&T, L'Oreal, Alka-Seltzer, Sony, Nescafe, Nabisco, Eastman Kodak, Buick, Heublein and Johnson & Johnson.

19

Needham, Harper & Steers Worldwide □ Combined broadcast-cable billings for Needham, Harper & Steers registered $312.7 million—up 7.3% from 1983. Several of the agency's accounts use both television and radio heavily in their media mix. Television billings totaled $280.2 million ($213.0 million for network and $67.2 million for spot) while radio ad expenditures reached $31.5 million ($15.4 million for network and $16.1 million for spot). The agency also invested $1 million in cable. Among the accounts picked up by Needham, Harper & Steers last year were: Carter-Wallace Inc.; Dorsey Laboratories; Sandoz Nutrition Corp.; Embassy Pictures; *Fortune* magazine; The Nashville Network; RCA; Shasta; Michelob Light; Manor Care, and Mrs. Paul's Kitchens. Accounts that left during the year were: Sav-on Drugs and Crocker National Bank.

5

Ogilvy & Mather □ Ogilvy grew by a hefty $143.4 million in TV-radio-cable billings from 1983 levels to $712.9 million. Radio increased by almost $10 million and television the remainder. Ogilvy did not disclose its cable TV billings for last year, but reported in 1983 that cable expenditures amounted to $6.5 million. Ogilvy said there were no major account acquisitions or account losses during the year. Contributing to Ogilvy's banner year were such broadcast accounts as General Foods, Mattel, American Express, Hershey, Sears, Roebuck & Co., Kimberly-Clark, Lever Bros., Avon Products, Campbell Soup, Menley & James, Polaroid and Trans World Airlines.

33

Ohlmeyer Advertising □ Ohlmeyer increased its radio-TV billings 30% last year for a total of $126 million. TV accounted for the vast majority—$125 million—with the rest contributed by radio. Three accounts were added in 1984: The Stroh Brewery Co., Times Mirror Magazines and the Nabisco corporate account.

38

Rosenfeld, Sirowitz & Lawson □ Estimated broadcast billings at RS&L grew by almost $9 million during 1984. The agency allocates about 85% of its broadcast budget to spot television, 15% to network TV and 5% to radio. TV-radio spenders at RS&L during 1984 included Block Drug, Colibri (cigarette lighters, pens), Charles of the Ritz, Delta Faucet Co., 4C Foods, International Playtex, Luzianne Foods, McDonald's and Smith-Corona typewriters.

42

Ross Roy Inc. □ Detroit-based Ross Roy Inc. saw its total broadcast-cable billings in 1984 surge 70% to $89 million, with its 1984 TV billings alone ($72 million) higher than its total broadcast billings for the year before. Radio billings totaled $16 million, up 25%, while cable billings hit $1 million. On top of Ross Roy's existing clients (Coca-Cola Bottlers of Detroit, Detroit Edison Co., Florists Transworld Delivery, K-Mart, Michigan State Department of Commerce and Michigan Blue Cross/Blue Shield), the agency added nearly $10 million in broadcast billings from Ameritech Publishing Inc., the five-state midwest edition of the Yellow Pages spun-off from the AT&T divestiture. Ross Roy also added Chrysler's marine, parts, Learning Institute and fleet and lease divisions. A major account it left was Coamerica Bank (former Detroit Bank & Trust.

15

Saatchi & Saatchi Compton □ The agency's broadcast-cable billings for 1984 climbed 5% to $334 million, with most spent in television—$250 million in network and $59 million in spot. The remainder was spent in cable ($16 million) and network radio ($9 million). Major accounts Compton added during the year included: The Krystal Co., Almay Cosmetics and Boehringer Ingleheim. Two accounts left: Austin Nichols and Coco Lopez, primarily print advertisers.

34

Scali, McCabe & Sloves □ SM&S more than doubled its network television billings over 1983 and registered a 44% in combined broadcast-cable billings for a total of $123.2 million. Television contributed $108 million, radio $14 million and cable $1.2 million. Among the accounts added during 1984 were Sharp Electronics, Marriott Corp., Izod Ltd., Ralston Purina and Duffy Mott. The agency left two accounts: Heublein and Mrs. Paul's.

13

SSC&B □ In an upward mode is SSC&B, which increased its 1984 broadcast-cable billings by 19% to $349.3 million. Total television billings accounted for $319.9 million—$223.2 in network and $96.7 in spot. The remaining $29.4 million was spent on national spot radio ($24.5 million), network radio ($3.9 million) and cable television ($1 million). New accounts obtained in 1984 included U.S. JVC Corp., Grizzly Canadian Lager and Tab. According to the agency, Amstel Light, a primary user of radio in 1983, extended its ad budget to television last year. SSC&B reported no account losses.

41

Tatham-Laird & Kudner □ Chicago-based TL&K saw its combined broadcast-cable billings jump 32% in 1984 to $94.5 million. Television billings totaled $80 million, with $44 million in network and $36 million in spot. Radio billings totaled $10 million, up over six times what they were the year before. Cable billings accounted for $4.5 million. Major broadcast accounts added during the year were Ragold Inc. (Velamints and Velamint gum products), Brown Group Inc. (footwear) and Universal Foods (Red Star Yeast, Stella Cheeses). Major broadcast accounts TL&K left in 1984 included the Louis Rich division of Oscar Mayer (turkey cold cuts).

2

J. Walter Thompson □ JWT broke the billion-dollar broadcast-cable advertising mark in 1984, joining front-running Young & Rubicam at that elevation. JWT retained a firm grip on second place in BROADCASTING's top 50 agency competition, registering $1,093,000,000 in domestic TV-radio-cable billings. During 1984 the agency increased its broadcast-cable spending by $97 million over 1983. New accounts gained during the year were Miller High Life, Showtime, Emery International, Baskin-Robbins, Kuppenheimer Factory Stores, The Weather Channel, Mexicana Airlines and BellSouth Mobility Inc. Resigned in 1984 were Toys 'R' Us, Activision and Coors's Herman Joseph brand. JWT, a heavy spot TV user, romped away once again as the top agency in that category with more than $330 million in expenditures. Thompson has a wide assortment of TV-radio spenders and active during 1984 were Eastman Kodak, Burger King, R.T. French, Quaker Oats, Sears, Roebuck & Co., Oscar Mayer & Co., Lever Bros., Miles Laboratories, Nabisco Brands, Scott Paper, Warner-Lambert, Ford Motor, Dart & Kraft and Jovan Inc. (floor cleaners).

25

Tracy-Locke/BBDO □ Broadcast-cable billings at this agency were up about 10% ($16 million) to $177.6 million. T-L/BBDO had television billings totaling $139.2 million and radio billings of a little more than $37 million. The agency billed $1.1 million in cable advertising. Accounts added included United Banks of Colorado, La Quinta Motor Inns, Republic Health and Holsten Import Corp. No major accounts left, the agency reported.

48

Waring & LaRosa □ This New York agency increased its broadcast-cable billings 2.2% in 1984 to $54.4 million. Total television billings came to $47.8 million, with 78% of that in network and the balance in spot. Network television billings rose 5% to $37.9 million, but spot fell 22% to $10 million. Major broadcast clients added during the year included Cutex (Perfect Color lipstick), Fisher-Price Juvenile Products (playwear), Prince Manufacturing (tennis wear) and Prince Matchabelli (Azaza polishing pen) on top of existing clients like Chesebrough-Ponds (Ragu Foods) and Great Waters of France Inc. (Perrier—network and spot radio only).

47

Warwick Advertising Inc. □ New York-based Warwick Advertising experienced a 5% increase in its 1984 broadcast-cable billings to $55.8 million, with 90% of that in television. Total television billings increased 28% to $50.2 million, with network up 87% to $42.6 million, but spot down 53% from $15.9 million in 1983 to $7.6 million in 1984. On top of such existing network and spot television advertisers as Benjamin Moore & Co., Burlington Industries and Pfizer, Warwick added Sterling Drug (Resolve and Exact) for network, and U.S. Tobacco Co. (Skoal Long Cuts) for national and regional network. It left the Economics Laboratory Inc. (home cleaning products) account.

20

Wells, Rich, Greene □ Combined broadcast-cable billings for this agency were up 25% in 1984, to $248.6 million, for a gain of about $50 million. WRG's television billings totaled $218.4 million and its radio billings amounted to $23.2 million while cable billings totaled $7 million. Among accounts added by the agency last year were MGM/UA, Liberty Mutual and Mobile Chemical. The agency did not report losing any major accounts in 1984.

1

Young & Rubicam □ For the seventh straight year, Y&R was the kingpin broadcast-cable advertising agency in the U.S. with billings of $1,354,200,000, a gain of a whopping $263.4 million over its 1983 figure. The growth was entirely in television and cable television, with the latter increasing from $29.4 million to $38.2 million in 1984. Radio dipped slightly from $75.5 million in 1983 to $75.4 million in 1984. Y&R's long list of broadcast advertising clients embraces American Home Products, Colgate-Palmolive, CIT Financial Services, Eastman Kodak, Frito-Lay, General Foods, Gillette Co., Gulf Oil, Johnson & Johnson, Kentucky Fried Chicken, Kraft, Lincoln-Mercury division of Ford Motors, Thomas J. Lipton, Richardson-Vicks, Time Inc., Union Carbide, Uniroyal, Warner-Lambert, Del Monte, Pabst Brewing, Tupperware, Clorox and Peter Paul Cadbury Inc. New accounts obtained in 1984 included AT&T International, Colgate (Ajax Dishwashing Liquid), Advil, Breyers Ice Cream, NYNEX Business Information Systems, Tupperware, International Harvester, Pabst Light, Gallo Salame Division. Accounts lost were *USA Today* and Hallmark.

NATIONAL PSYCHOLOGY AWARDS
FOR EXCELLENCE IN THE MEDIA

Entries are now being sought for the radio, television/news-documentary, and television/entertainment categories of the 29th annual National Psychology Awards for Excellence in the Media, sponsored by the American Psychological Association and American Psychological Foundation.

$1,000 CASH AWARD AND TRIP TO APA CONVENTION IN LOS ANGELES IN EACH CATEGORY

Programs must have been aired between April 1, 1984 and the same date 1985. Deadline for receipt of entries is April 15, 1985.

For rules and entry form, contact: Public Information Office, American Psychological Association, 1200 Seventeenth St., NW, Washington, D.C. 20036, Telephone: 202—955-7710.

minute in the fourth quarter.

And at Lifetime, a spokesman said, the prime time format changes introduced Jan. 14 have already showed a "doubling" of ratings in that time period, according to overnight Nielsen meter results, and further new programing was introduced Jan. 28. ☐

Pediatrics group analyzes children's TV viewing habits

Task force sees adverse effects of TV on children's learning, behavior

Television can promote violence, obesity and indirectly encourage the use of drugs, alcohol and tobacco, according to a task force of the American Academy of Pediatrics. The five-member task force's 16-month review of literature and opinions from producers, directors and activist groups on children and television said that children in the U.S., 2 to 12 years old, watch approximately 25 hours of television per week. "On an annual basis," the report said, "children spend more time in front of their television sets than they spend in school."

Television "can promote learning, create aspirations and induce prosocial behavior." However, the report said, "television advertising and programing can adversely affect learning and behavior of children and adolescents in a number of significant areas." Among the group's findings:

- Learning from television is passive rather than active and detracts from time spent reading or using active learning skills.
- Repeated exposure to television violence can promote a tendency toward violence and evoke a passive response to violence.
- TV indirectly can encourage the use of drugs, alcohol and tobacco by conveying unrealistic messages, sometimes glamourizing or showing excessive use of them.
- The "unrealistic and misleading" portrayal of sex roles and sexuality on television (where sexual relationships develop rapidly; the risk of pregnancy is rarely considered, and adolescence is portrayed as a constant state of sexual crisis), may contribute to the risk of adolescent pregnancy, the study said. "Pornography on cable television is a particularly important concern," it said.
- TV promotes ethnic and racial stereotypes and does little to promote "a sympathetic understanding" of the handicapped.
- TV promotes an "unrealistic view" of problem solving or conflict resolution. Said task force member, S. Norman Sherry: "Life isn't made up of 30-minute segments."
- TV viewing increases the prevalence of obesity by promoting the consumption of high-caloric, often sugary snack foods, as well as reducing the time a child spends playing active physical games, explained Sherry, a Boston physician.

He said the task force recommended that parents "know where their children are," and watch television programs with them, especially with small children. Additionally, the report encouraged interaction with network affiliates, independent television stations, and cable companies "to improve local programing and advertising directed at children." ☐

CBS wins a close one

Four-tenths of a rating point separated the three networks in a week where all three networks had equal shares of the audience and CBS squeaked past ABC by one-tenth of a rating point.

According to A.C. Nielsen's prime time national ratings for the week ended Jan. 27 (week 18 of the season), CBS achieved an 17.2 rating and 26 share, compared to a 17.1/26 for ABC and a 16.8/26 for NBC. It was the third consecutive week in which NBC came in third place in the standings.

ABC won Monday and Wednesday and tied for first with CBS on Saturday. CBS won Thursday, Friday, and Sunday; NBC won Tuesday. CBS had four of the top 10 shows, including top-ranked *Dallas*. ABC and NBC had three.

During the week there were premieres of two midseason replacements: *Otherworld* on CBS, Saturday, 8-9 (NYT), and *Sara* on NBC, Wednesday, 9:30-10. *Otherworld* pulled a 14.4/23, ranking 46th out of 64 programs, and *Sara* drew a 16.4/25, coming in 31st.

The combined network rating/share totaled 51.1/78, which was six-tenths of a rating point above, but one share point below the comparable week a year ago. HUT levels climbed to 65.4, up 2% from 63.9 for the comparable week last year. Continuing the reversal of a season-long trend, HUT levels for the third consecutive week were above their levels of a year ago.

Despite a strong lead-in provided by *60 Minutes*, the first part of CBS's mini-series, *Robert Kennedy and His Times*, did not run away with the Sunday 8-11 period. *Kennedy* earned a 19.8/29, while a repeat of "For Your Eyes Only" pulled a 19.4/28 on ABC and the movie/pilot of NBC's *Code Name: Foxfire* drew a 20.4/29.

Other midseason replacements performed from moderately to poorly. The second episode of ABC's *MacGruder & Loud* fell 20% from its post-Super Bowl premiere the week earlier and averaged an 18.3/27 during its regular Tuesday, 9-10 slot, and tied for 23d place. (But that was still considerably better than the below-20 shares averaged by *Glitter* and *Paper Dolls* in much of that time period this season).

ABC's *Streethawk*, on its fourth outing, averaged a 14.1/21 and ranked 48th, its lowest rating and rank yet. NBC's *Berrenger's*, which was broadcast twice because of a special Sunday night episode, in addition to its regular Saturday showing, averaged a 12.8/21 and 9.5/17, ranking 48th and last, respectively.

CBS's midseason replacement, *Crazy Like A Fox*, was pre-empted for the *Kennedy* mini-series.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.1/39
2.	60 Minutes	CBS	26.0/38
3.	Dynasty	ABC	25.0/37
4.	A Team	NBC	24.9/36
5.	Bill Cosby Show	NBC	24.3/36
6.	Simon & Simon	CBC	22.7/34
7.	Webster	ABC	22.4/34
8.	Family Ties	NBC	22.2/32
9.	Hardcastle & McCormick	ABC	21.6/31
10.	Knots Landing	CBS	21.3/34
11.	Benson	ABC	20.6/32
12.	Scandal Sheet	ABC	20.5/32
13.	Magnum, P.I.	CBS	20.5/30
14.	Code Name: Foxfire	NBC	20.4/29
15.	Hotel	ABC	20.2/34
16.	Falcon Crest	CBS	20.0/32
17.	Robert Kennedy & His Times, Part 1	CBS	19.8/29
18.	Highway to Heaven	NBC	19.5/29
19.	For Your Eyes Only	ABC	19.4/28
20.	Riptide	NBC	19.2/28
21.	Pro Bowl—Sunday 7-7:30 p.m.	ABC	18.7/29
22.	Cheers	NBC	18.7/23
23.	Remington Steele	NBC	18.4/31
24.	MacGruder & Loud	ABC	18.3/27
25.	TV Bloopers & Practical Jokes	NBC	18.3/26
26.	Facts of Life	NBC	18.2/27
27.	Hill Street Blues	NBC	18.1/29
28.	Fall Guy	ABC	17.5/26
29.	Night Court	NBC	17.2/26
30.	Diff'rent Strokes	NBC	16.8/26
31.	Love Boat	ABC	16.5/26
32.	Sara	NBC	16.4/25
33.	Airwolf	CBS	16.3/26
34.	Three's A Crowd	ABC	16.1/23
35.	St. Elsewhere	NBC	16.0/27
36.	Miss Teen U.S.A.	CBS	15.8/25
37.	Cover-Up	CBS	15.7/27
38.	Who's the Boss?	ABC	15.7/22
39.	T.J. Hooker	ABC	15.5/24
40.	Wicked, Wicked Ways	CBS	15.5/23
41.	Bronco Billy	NBC	15.4/25
42.	Gimme A Break	NBC	15.4/24
43.	Double Trouble	NBC	15.4/24
44.	Foulups Bleeps & Blunders	ABC	14.9/26
45.	Finder of Lost Loves	ABC	14.6/25
46.	Miami Vice	NBC	14.6/23
47.	Otherworld	CBS	14.4/23
48.	Street Hawk	ABC	14.1/21
49.	Matt Houston	ABC	14.0/22
50.	Charles in Charge	CBS	13.9/21
51.	Dukes of Hazzard	CBS	13.9/21
52.	Punky Brewster	NBC	13.2/19
53.	E/R	CBS	13.0/19
54.	20/20	ABC	12.9/21
55.	Berrenger's	NBC	12.8/21
56.	It's Your Move	NBC	12.6/20
57.	Ripley's Believe It or Not	ABC	12.6/18
58.	Call to Glory	ABC	12.3/20
59.	V	NBC	11.6/18
60.	Silver Spoons	NBC	11.6/17
61.	Saturday Night Fever	ABC	11.4/17
62.	Jeffersons	CBS	11.2/16
63.	Alice	CBS	10.5/16
64.	First Affair	CBS	10.2/16
65.	Berrenger's	NBC	9.5/17

*indicates premiere episode

other broadcast interests. Buyer is equally owned by Wayne A. Thomas and Thomas E. Loehr. Loehr has interest in cable systems in Greenville, S.C., and Jefferson County, Ohio. Thomas owns WETZ(AM)-WKGI-FM New Martinsville, W.Va. Filed Jan. 16.

■ WDIA(AM) Memphis (1070 khz; 50 kw-D; 5 kw-N)—Seeks assignment of license from Benindia Inc. to Adams Radio of Tenn. for $2.5 million cash. Seller is subsidiary of Broadcast Enterprises National Inc., Philadelphia-based station group of six AM's and two FM's principally owned by Ragan Henry. Buyer is Wyzata, Minn.-based station group of two AM's, two FM's and five TV's owned by Stephen Adams. It also sold WKDJ(AM) Memphis to Viacom ("Changing Hands," Dec. 31, 1984). Filed Jan. 11.

■ KYS-FM Bryan, Tex. (104.9 mhz; 3 kw; HAAT: 246.19 ft.)—Seeks transfer of control of Scott & Davis Enterprises Inc. from Bob D. Bell (51% before; none after) to John C. Culpepper (23% before; 51% after) and Barry Turner (23% before; 46% after). Station is not yet on air. Seller is former manager of KTAM(AM)-KORA-FM Bryan, and is now broadcast consultant with no other broadcast interests. He will remain as president of seller. Buyers own five AM's and two FM's. Culpepper's son, John, owns WTBB-FM Bonifay, Fla., and KIYS-FM Boise, Idaho. Filed Jan. 8.

■ WSVS-AM-FM Crewe, Va. (AM: 800 khz; 5 kw-D; FM: 104.7 mhz; 100 kw; HAAT: 404 ft.)—Seeks transfer of control of Southern Virginia Broadcasting Corp. from stockholders to Ellek Seymour for $1,373,000 cash, plus $40,000 noncompete agreement. Seller is principally owned by Thelbert Silverman; his wife, Mary Ann, and eight others who have no other broadcast interests. Buyer also owns WETT-(AM)-WWTR(FM) Bethany Beach, Md. Filed Jan. 14.

■ WELD(AM) Fisher, W.Va. (690 khz; 500 w-D)—Seeks assignment of license from South Branch Broadcasting Corp. to South Branch Communications for $250,000 cash. Seller is principally owned by John P. Lewis and family. It also owns WFVA-AM-FM Fredericksburg and WINC-AM-FM Winchester, both Virginia, and WHYL-AM-FM Carlisle, Pa. Buyer is owned by Willard Earle (50%), C. Delmas Thorne (25%) and his sons, Carl (15%) and Randy (10%). Earle has been announcer with station for 25 years. Thorne, Earle's father-in-law, is farmer and real estate developer, who also owns Petersburg, W.Va., bowling alley. They have no other broadcast interests. Filed Jan. 28.

■ WRPX(AM) Hudson, Wis. (740 khz; 500 w-D)—Seeks transfer of control of Cornwall Broadcasting Corp. from Milton A. Cornwall (11% before; none after); Louis M. Cornwall (11% before; none after); William C. Cornwall (29% before; 19.75% after), and Stewart G. Dahl (20% before; none after) to John E. Bloomquist Inc. for assumption of liabilities. Sellers have no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 15.

Actions

■ KJON(FM) Booneville, Ark. (92.1 mhz; 3 kw; HAAT: 300 ft.)—Granted transfer of control of Booneville Broadcasting Co. from Joni C. Massey and her husband, Charles, for $300,000, comprising $225,000 cash and remainder note. Sellers have no other broadcast interests. Buyer is owned by Charles Martin (51%) and his wife, Denise (49%). They have no other broadcast interests. Martin was formerly operations manager with KARN(AM) Little Rock, Ark. Action Jan. 9.

■ *KJOL(FM) Grand Junction, Colo. (90.3 mhz; 2 kw; HAAT: minus 441 ft.)—Granted assignment of license from Columbus Evangelical Free Church to Western Bible Institute for $24,000. Seller is nonprofit corporation with no other broadcast interests. Buyer is nonprofit corporation headed by J. Reymond Cheyney, chairman. It also owns KWBI-FM Morrison, Colo., and is app. for 12 LPTV's. Action Jan. 11.

■ KPLS(AM) Santa Rosa, Calif. (1150 khz; 5 kw)—Granted assignment of license from Radio 1150 Inc. to Cardinal Communications for $1.4 million, comprising $300,000 cash and remainder note. Seller is principally owned by F. Robert Fenton. It also owns KMYC(AM)-KRFD(FM) Marysville, KCEY(AM)-KMIX(FM) Turlock, both California, and KHSN(AM) Coos Bay, Ore. Buyer is owned by John Payne (40%), Tim Myers (20%), Bill Daisa (20%) and Thomas N. Williams (20%). Payne is Atherton, Calif., real estate investor. Myers is vice president with Radio Advertising Bureau. Daisa is sales manager at KOIT-AM-FM San Francisco. Action Jan. 11.

■ WJXR(FM) MacClenny, Fla. (92.1 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from North Florida Broadcasters to Gregory G. Perich for $335,000, comprising $40,000 cash and remainder note. Seller is principally owned by John Locke. It has no other broadcast interests. Buyer is account executive with WEEP(AM) Pittsburgh. He has no other broadcast interests. Action Jan. 15.

■ WKIQ(AM) Inverness, Fla. (1560 khz; 5 kw-D)—Granted assignment of license from WKIQ Inc. to Comco Inc. of Florida for $475,000, comprising $316,000 cash and assumption of $159,000 note. Seller is owned by Robert D. Stoehr, who has no other broadcast interests. Buyer is owned by James C. Robinson, president (8%), and 24 others, largely comprising investors who sold WSTV Orlando to SFN Communications. It also owns WAMR(AM)-WRAV(FM) Venice, Fla. Action Jan. 11.

■ WBTY(FM) Homerville, Ga. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Southern Broadcasting and Investment Co. Inc. to Golden Bear Communications Inc. for $162,000, comprising $5,000 cash and $157,000 note, including $1,000 noncompete. Seller is owned by Berrien Sutten, who has no other broadcast interests. Buyer is wholly owned by Dennis B. Workman, president. It also owns KPPL(AM) Denver. It is app. for new FM at Juneau, Alaska, and is buying KSHR-AM-FM Coquille, Ore., subject to FCC approval. Action Jan. 11.

■ WCOP(AM) Warner Robins, Ga. (1350 khz, 5 kw-D)—Granted assignment of license from Alex Allen Carwile to Michelle Anne Callahan for $190,000 plus assumption of debt. Seller bought station Dec. 27, 1983, for $275,000. He sold WPID(AM) Peidmont, Ala., on June 16, and has no other broadcast interests. Buyer formerly owned 49% of station prior to sale to seller ("For the Record," Nov. 28). Action Jan. 17.

■ WLDS(AM)-WEAI(FM) Jacksonville, Ill. (AM: 1180 khz; 1 kw-D; FM: 100.5 mhz; 10 kw; HAAT: 330 ft.)—Granted assignment of license from Jacksonville Radio and Television Corp. to Joyner Broadcasting of Ill. Inc. for $1.5 million, comprising $1 million cash, $380,000 note and $120,000 noncompete agreement. Seller is principally owned by William L. Fay, president. It has no other broadcast interests. Buyer is owned by A. Thomas Joyner (60%), David Weil (30%) and Gregg P. Skall (10%). Action Jan. 11.

■ KMAR-AM-FM Winnsboro, La. (AM: 1570 khz; 1 kw-D; FM: 95.9 mhz; 3 kw; HAAT: 170 ft.)—Granted transfer of control of Floyd County Broadcasting Co. from Edward O. Fritts (85% before; none after) of Franklin Parrish Broadcasting Inc. to Bob Henry Soderquist (15% before; 100% after) for $375,000 comprising $250,000 cash and remainder in note. Seller is president of National Association of Broadcasters and now has no other broadcast interests. Buyer is stations' general manager and has no other broadcast interests. Action Jan. 17.

■ WMAR-FM Baltimore; WJTZ(AM) Newport News, WNVZ(FM) Norfolk, both Virgina, and WCRJ-AM-FM Jacksonville, Fla., and WCFI(FM) Daytona Beach, both Florida. (WMAR-FM; 106.5 mhz; 29 kw; HAAT: 620 ft.; WJTZ: 1270 khz; 1 kw-U; WNVZ: 104.5 mhz; 50 kw; HAAT: 500 ft.; WCRJ 1530 khz; 50 kw-D; WCRJ-FM: 107.3 mhz; 100 kw; HAAT: 350 ft.; WCFI: 101.9 mhz; 100 kw; HAAT: 581 ft.)—Granted assignment of license from Abell Communications Corp. to S&F Communications Corp. for $17 million, comprising $15 million cash and remainder note. Purchase price for WMAR-FM was $4.5 million; WCFI-FM: $5 million; WCRJ-AM-FM: $4 million, and WTJZ(AM)-WNVZ(FM): $3.5 million. Seller is station group subsidiary of The A.S. Abell Co., Baltimore-based publisher of *The Baltimore Sun* and *Country Magazine*. It will retain WMAR-TV Baltimore. Buyer is owned by Stephen D. Seymour (62.5%) and Stuart D. Frankel (37.5%). Seymour is former president and CEO and Frankel is former president, radio division, of Abell Communications Corp. It has also purchased WLFL-TV Raleigh, N.C. (see below and BROADCASTING, Sept. 24, 1984). Action Jan. 14.

Summary of broadcasting
as of December 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,716	418	4,134
Educational FM	1,172	173	1,345
Total Radio	9,642	761	10,403
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	365	252	617
Educational VHF TV	114	2	116
Educational UHF TV	176	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KLYC(AM) Laurel, Mont. (1490 khz; 1 kw-D; 250 w-N)—Granted assignment of license from Sunstar Communications Group to Montana Sports Broadcasting Inc. for $65,000, comprising $2,500 cash and remainder note. Seller is owned by Derek A. Preece, Fred Rockwood and Lonnie Smith. It has no other broadcast interests. Buyer is equally owned by Stephen J. Petz and Bill E. Stallard. Stallard owns KATQ-AM-FM Plentywood, Mont. His wife, Cheryl, is app. for new FM in Wamego, Kan. Petz is sales manager and sports director at KNDC(AM) Hettinger, N.D. Action Jan. 8.

■ WRAN(AM) Dover, N.J.; WJJB(FM) Hyde Park, and WALL(AM)-WKGL(FM) Middletown, both New York (WRAN: 1510 khz; 10 kw-D; 500 w-N; WJJB: 97.7 mhz; 3 kw; HAAT: 299 ft.; WALL: 1340 khz; 1 kw-D; 250 w-N; WKGL: 92.7 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Sillerman Morrow Broadcasting Group to Bell Broadcasting Co. for $10,300,000 cash. Seller is Middletown, N.Y.-based station group of four AM's and four FM's owned by Robert F.X. Sillerman and Bruce Morrow. Buyer is newly formed company owned by Richard C. Bell, executive vice president and CEO of Sillerman Morrow. Action Jan. 11.

■ WCRV(AM) Washington, N.J. (1580 khz; 1 kw-D)—Granted assignment of license from Alpha Broadcasting Corp. to Star Broadcasting Inc. for $650,000, comprising $400,000 cash and remainder note. Seller is owned by George Vajda, who has no other broadcast interests. Buyer is owned by Sandra M. Shenfeld, who has app.'s for 10 LPTV's and one FM in Atlantic City. Action Jan. 9.

■ WAVI(AM)-WDAO(FM) Dayton, Ohio (AM: 1210 khz; 1 kw-D; FM: 107.7 mhz; 50 kw; HAAT: 420 ft.)—Granted assignment of license from WAVI Broadcasting Corp. to Stoner Broadcasting System for $4 million, comprising $1,250,000 cash, $2,250,000 note and $500,000 noncompete agreement. Seller is owned by H.K. (Bud) Crowl, who has no other broadcast interests. Buyer is Des Moines, Iowa-based station group of five AM's and seven FM's owned by Tom Stoner, chairman; Glenn Bell, and Avis Eckel. Action Jan. 9.

■ WYXI(AM) Athens, Tenn. (1390 khz; 2.5 kw-U)—Granted assignment of license from Rep Broadcasting Inc. to 3 J's Broadcasting Co. for no consideration. Seller is owned by W.L. Gerdes, who has no other broadcast interests. Buyer is owned by Julia N. Frew (40%); her husband, John (40%), and their daughter, Julie (20%). They sold station to seller in 1979 and are reacquiring after default on loan. Julia and Julie Frew also own WYXE(AM) Cartersville, Ga. Action Jan. 8.

New Stations

Applications

AM's

■ Coleman, Fla.—Sumter County Broadcasting seeks 1320 khz; 500 w-D. Address: 912 Beresford Court, Mount Pleasant, S.C. 29464. Principal is owned by Loretta B. Pennington. Her husband, William J. Pennington, owns KEZP(AM) Canadian, KCFL(FM) Hebronville and KQMG(FM) Carrizo Springs, all Texas. Her father, Phillip E. Backus, and sister, Debra B. Carter, are, respectively, 50% owner and 50% owner and station manager of WIXR-(AM) Mount Pleasant, S.C. Filed Jan. 24.

■ Kerrville, Tex.—Virginia Cisneros seeks 1290 khz; 1 kw-D. Address: Box 1746, 78029. Principal has no other broadcast interests. Filed Jan. 24.

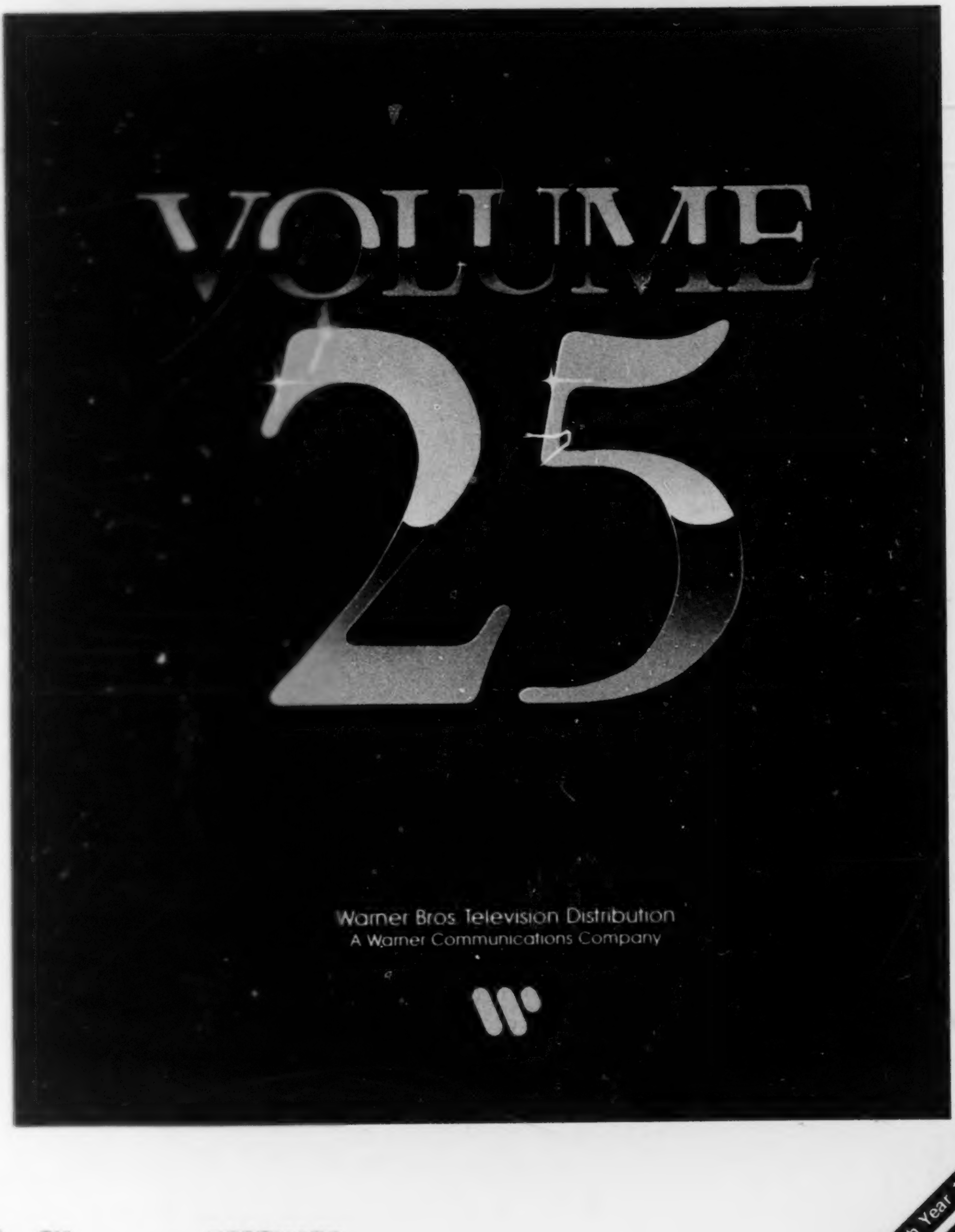
■ Silverdale. Wash.—Silverdale Radio Ltd. seeks 1400 khz, 1 kw-U. Address: 1011 Western Ave. #902, Seattle, Wash. 98104. Principal is owned by general partnership, equally owned by Peter L. Buck; his father, George, and Julie A. Brandsness. George Buck owns KONP(AM) Port Angeles, Wash. Filed Jan. 22.

■ Nekoosa, Wis.—Nekoosa Broadcasting Co. seeks 1590 khz, 500 w-D. Address: R.R. 2, Luxemburg, Wis. 54217.

C1750-1A

The Fifth Estate

Broadcasting Feb 11



Warner Bros Television Distribution
A Warner Communications Company

54th Year 1985

Fairness and Alcohol:

20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 108 No. 6

Broadcasting ◸ Feb 11

Beer and wine advertising ban gets Hill hearing
Fairness doctrine testimony at FCC
Ratings resurgence for networks

FIRST WORDS ☐ Initial hearing on ban of beer and wine commercials from radio and television is held in Senate. Commerce Committee Chairman Danforth sends letter voicing reservations on government-instituted ban or counteradvertising mandates. **PAGE 27.**

FAIRNESS HEARING ☐ FCC hears two days of testimonials on retaining and disposing of fairness doctrine. **PAGE 30.**

PURCHASE POSSIBILITIES ☐ Taft Broadcasting buy of Gulf, giving it 12 television stations, expected to help broadcaster in programing, advertising worlds. **PAGE 32.**

COMEBACK ☐ Network viewing shows increase during winter months. **PAGE 33.**

FORMAT OPTIONS ☐ Broadcasters choosing between Sony and Matsushita small-format video camera-recorders. **PAGE 38.**

SHUTTER STUDY ☐ RCA looking at new shutter technology to expand uses of its CCD camera. **PAGE 42.**

DOWN AND OUT ☐ Milwaukee Sportsvue regional sports cable service goes out of business. **PAGE 46.**

MINI-SERIES DEBATE ☐ CBS makes adjustments in mini-series about Atlanta child murders after meeting with city officials unhappy with its content. **PAGE 46.**

CHURN CUTTING ☐ Playboy to infuse more mainstream programing in effort to reduce disconnects. **PAGE 52.**

FEDERAL NUMBERS ☐ Reagan budget calls for increases in USIA budget, but cuts for FCC and CPB. **PAGE 54.**

ON THE TABLE ☐ FCC releases MMDS order, detailing how licenses will be awarded among 16,499 applicants. **PAGE 56.**

ON THE REMAND ☐ Appeals Court sends case concerning legal title of construction permit back to FCC. **PAGE 58.**

OPEN DOOR ☐ White House sees no problems in authorizing new international telecommunications satellite systems. **PAGE 58.**

REAR GUARD ☐ Coalition, which includes John Dingell (D-Mich.), is formed to fight for retention of fairness doctrine. **PAGE 61.**

REVISED UPWARD ☐ In filing with FCC, Hubbard says trade of Tampa stations could amount to $50 million. **PAGE 72.**

BACK IN THE SADDLE ☐ Newspaper columnist and television commentator Patrick Buchanan takes job in communications section of Reagan White House. **PAGE 74.**

CHILDREN'S HOUR ☐ Phyllis Tucker Vinson, head of children's programing for NBC Entertainment, planned to be a teacher, but decided instead to reach children through the medium of television. **PAGE 95.**

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International Television Drama Awards competition, sponsored by *Michigan State University*. Information: (517) 355-8372.

March 15-16—International satellite and cable television communications law symposium sponsored by *UCLA Communications Law Program* and *International Bar Association*. Speakers include Richard Colino, Intelsat; Mimi Dawson, FCC commissioner; Fred Landman, Panamsat. Schoenberg Hall, UCLA, Los Angeles. Information: Charles Firestone, (213) 825-6211.

March 15-17—*Intercollegiate Broadcasting System* national convention. Washington Hilton, Washington.

March 19—*Television Bureau of Advertising* regional sales training conference. Sheraton Inn (Airport), Portland, Ore.

March 20—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: station management/ownership. National Association of Broadcasters, Washington.

March 21—*International Radio and Television Society* newsmaker luncheon, featuring Brandon Tartikoff, NBC; Lew Erlicht, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

March 21—*Television Bureau of Advertising* regional sales training conference. Meridian (downtown), San Francisco.

March 21-23—*New Mexico Broadcasters Association* annual convention. Guest: CBS's Van Gordon Sauter. Inn at Loretto, Santa Fe, N.M.

March 24-31—*Prix Futura Berlin*, conference with panels on radio drama, radio documentaries, TV drama and TV documentaries. Berlin. Information: (030) 308-26-00 or 308-26-01.

March 26—*Academy of Television Arts and Sciences* forum luncheon with Merrill Panitt, editorial director, *TV Guide*. Beverly Wilshire hotel, Los Angeles. Information: (818) 506-7880.

March 26—*Television Bureau of Advertising* regional sales training conference. Amfac (West Tower), Dallas.

March 26-27—*Cabletelevision Advertising Bureau's* fourth annual cable advertising conference. Sheraton Center, New York.

March 26-27—*Pennsylvania Association of Broadcasters* visit to Congress. Washington.

March 27-28—*Illinois Broadcasters Association* spring meeting and awards banquet. Convention Center, Springfield, Ill.

March 27-29—*Telocator Network of America* semiannual meeting. Loew's Anatole hotel, Dallas.

March 27-31—*Alpha Epsilon Rho, National Broadcasting Society*, 43d annual convention. Opryland hotel, Nashville.

March 28—*Television Bureau of Advertising* regional sales training conference. Atlanta Hilton (downtown), Atlanta.

March 29—Deadline for entries in annual awards competition sponsored by *National Broadcast Editorial Association*. Fee is $75. Scripts, tapes required for each of 12 monthly editorials. Contact Joe Mannion, WXFL-TV, Box 1410, Tampa, Fla., 33601; (813) 229-7781.

■ **March 30**—*Cable Marketing Association of Greater Chicago* first "CableGala." Chicago Field Museum of Natural History, Chicago. Information: (312) 530-4477.

April

April 1—Deadline for entries in Major Armstrong Awards for excellence and originality in radio broadcasting, sponsored by *Armstrong Memorial Research Foundation* with cooperation of *National Radio Broadcasters Association*. Information: Munire Terpis, Armstrong Foundation, Room 1342A S.W. Mudd Building, Columbia University, New York, N.Y., 10027; (212) 280-8703.

April 1—Deadline for entries in *International Radio Festival of New York*. Information: International Radio Festival, 246 West 38th Street, New York, 10018.

April 1-3—*SPACE/STTI (Society for Private and Commercial Earth Stations/Satellite Television Technology Inc.)* show. MGM Grand, Las Vegas. Information: (703) 549-6990.

April 2—*Television Bureau of Advertising* regional sales training conference. Holiday Inn (Westport), St. Louis.

April 3—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: public relations. National Association of Broadcasters, Washington.

April 5-6—Seventh annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 8-9—32d annual Unity Awards in Media (UAIM), recognizing excellence in media reflecting "accurate exposure of minorities and disabled persons," sponsored by *Lincoln University*. Lincoln campus, Jefferson City, Mo. Information: (314) 636-6041.

April 9—*Television Bureau of Advertising* regional sales training conference. Marriott (Bloomington), Minneapolis.

April 10—Presentation of *Women in Communications's* Matrix Awards. Waldorf-Astoria, New York.

April 11—*Television Bureau of Advertising* regional sales training conference. Hyatt Regency (Dearborn), Detroit.

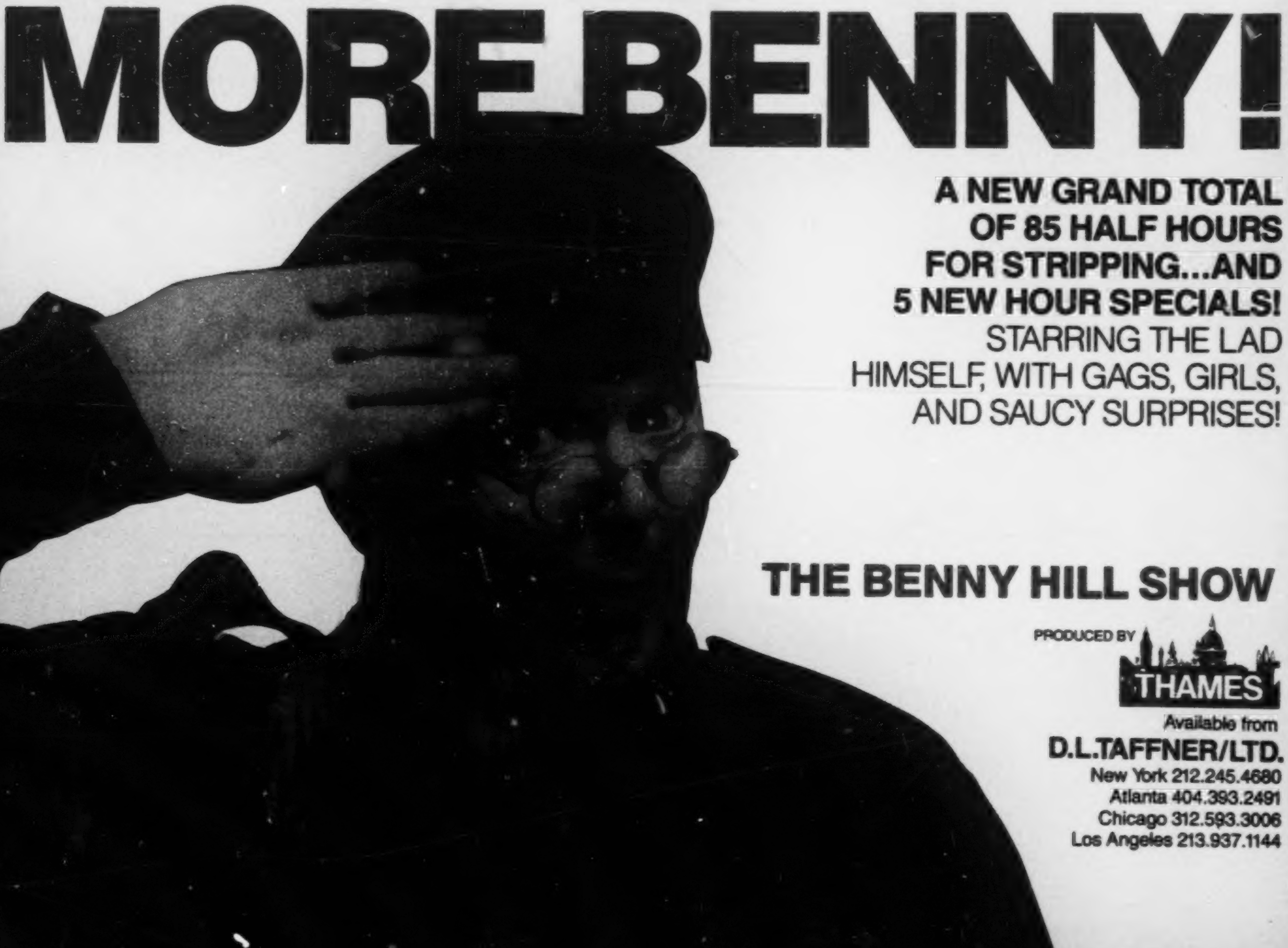
April 11-12—*Broadcast Promotion and Marketing Executives* board meeting. Loew's Anatole, Dallas.

Errata

Late Donald Mann was with WBBM(AM) Chicago, not WMMB, as incorrectly reported in "Fates & Fortunes." Feb. 4.

□

It was incorrectly reported in Jan. 28 station and cable trading special report that **Affiliated Publications** sold **KFYE-FM Fresno, Calif.** It actually **purchased the station from KYFE Inc.**



and 12. According to people who have previewed it, the mini-series questions the guilt of Wayne B. Williams, the man convicted in the slaying of two black youths and who was linked—although never formally charged—with the murder of 10 black youths. After Williams was convicted, Atlanta investigators closed the case on 23 of the 28 murders.

The protest came about after several Atlanta civic leaders previewed the mini-series at a special screening and objected to the portrayal of the police investigation as well as the dramatic recreation of the trial. Mayor Andrew Young of Atlanta called a meeting on Thursday, Jan. 21, which was attended by about 75 people, including various politicians, businessmen, church leaders and representatives from the police force. At the meeting it was decided to send a group of six representatives to CBS to lodge a formal complaint and ask the network to respond to specific protests.

At the meeting it was also decided a task force would be created to work with the local private and public schools to communicate to parents the impact the mini-series might have on their children.

The group of six representatives met with CBS officials for four hours in New York on Monday, Feb. 4, and then held additional conversations the following day by telephone. After the meetings concluded, CBS issued a statement that said: "We believe the film is fair and balanced. Any creative form, be it literature, theater or television, is capable of different subjective interpretation, and this film is no different. People bring their own set of values and perspectives to television, as they do when they sit on a jury."

The Atlanta representatives included Mayor Andrew Young; former Georgia Governor George Busbee; John Clendenin, chairman, Bell South; George Napper, Atlanta commissioner of safety and police chief during the period of the murders, and and Joe Drolet, chief prosecutor.

The senior CBS officials present at the meeting included Thomas Leahy, executive vice president, CBS/Broadcast Group; George Dessart, vice president and assistant to Leahy; Donald Wear, vice president, policy; Carol Altieri, vice president, program practices, West Coast, and Susan Holiday, attorney, law department, West Coast.

CBS agreed to broadcast a "viewer advisory" urging parental discretion before each night's broadcast as well as shorter versions in the show and in promotional spots.

Parties on both sides declined to give details of the discussions, but it was revealed that CBS agreed to drop one three-wordphrase from the trial portion of the mini-series. A CBS spokesman explained that "we listened to and examined their assertions and, as a result, they brought to our attention a three-word qualifying phrase in the testimony that was not said on that occasion. And we removed it."

At a news conference in Atlanta following the announced agreement to broadcast the viewer advisory, Young and Busbee expressed gratitude that CBS officials were willing to meet with them but disappointment that the mini-series was airing at all. According to Tom Ofenberger, a spokesman for the mayor, Young described "three major areas where the film is wrong." Those areas include a suggestion that there was no concern in the Atlanta community about the serial murders, especially in police circles. Young said that was mistaken because many police officers were parents themselves, and lived in areas where some murders occured.

Young also said the mini-series "tends to

'Music Awards' lifts ABC into first place

Despite having only four shows among the top 20 ranked programs, ABC posted its second victory in the past four weeks in the Nielsen prime time ratings for the week ended Feb. 3. It was the closest race of the season among the three networks, with CBS and NBC tying for second place.

For the week (Jan. 28-Feb. 3), ABC averaged a 17.9 rating and 26 share of the national prime time audience, while CBS and NBC tied with a 17.3/26. The combined network rating/share totaled 52.5/78, compared to a 51.8/79 for the comparable week a year ago.

And continuing the reversal of a season-long trend, HUT levels for the fourth consecutive week were above their comparable levels of a year ago. HUT levels totaled 67.3 for the week ended Feb. 3, up 2%, compared to the 65.7 for the week ended Feb. 6, 1984.

ABC was helped by its broadcast of *The American Music Awards* on Monday, Jan. 28, 8-11 p.m. (NYT). Scheduled opposite the second part of CBS's mini-series, *Robert Kennedy and His Times*, the ceremony averaged a 25.8/37 and was the fifth-ranked program of the week. The three-hour broadcast averaged considerably better than the normal low- to mid-20 shares ABC's regular Monday schedule has achieved this season. Both the second and third parts of CBS's *Kennedy* mini-series underperformed the average share levels of its scheduled time periods.

CBS had four of the top 10 shows, compared to three for ABC and three for NBC (including top-ranked *The Cosby Show*). ABC won Monday, Wednesday and Saturday. CBS won Thursday, Friday and Sunday. NBC took Tuesday.

Ratings of midseason replacements ranged from superior to abysmal. CBS's *Crazy Like a Fox*, which premiered Dec. 30, 1984, pulled a 20.7/29 and ranked 12th out of 64 prime time programs for the week. ABC's *MacGruder & Loud*, Tuesday, 9-10 (NYT), continued to slip from its Jan. 20, post-Super Bowl premiere and averaged a 16.8/24 on its third broadcast, ranking 33d.

NBC's *Sarah*, which premiered Jan. 23 during the Wednesday, 9:30-10 slot, averaged a 16.5/24 on its second broadcast—virtually flat compared to its week-earlier premiere. *Berrenger's*, the new serial drama from Lorimar which premiered Jan. 5, averaged a 9.2/15 and ranked last for the second week in a row. And ABC's *Streethawk*, Tuesday, 9-10 (NYT), averaged a 12.4/18, its lowest rating of five broadcasts.

CBS's other midseason replacement, the one-hour *Otherworld*, averaged an 11.9/15 on its second broadcast Saturday at 8 p.m., falling 17% from its premiere the week before.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	27.8/39
2.	Dynasty	ABC	27.0/39
3.	Dallas	CBS	26.2/39
4.	Family Ties	NBC	25.9/36
5.	American Music Awards	ABC	25.8/37
6.	60 Minutes	CBS	25.4/37
7.	A Team	NBC	24.0/35
8.	Knots Landing	CBS	22.9/36
9.	Simon & Simon	CBS	22.5/32
10.	Hotel	ABC	22.4/36
11.	Murder, She Wrote	CBS	22.0/30
12.	Crazy Like a Fox	CBS	20.7/29
13.	Cheers	NBC	20.6/29
14.	Earth's Final Fury	NBC	20.5/29
15.	Highway to Heaven	NBC	20.5/29
16.	Falcon Crest	CBS	20.1/32
17.	Riptide	NBC	20.1/29
18.	Firefox	ABC	19.9/28
19.	Trapper John, M.D.	CBS	19.8/31
20.	Night Court	NBC	19.7/28
21.	Love Boat	ABC	19.1/30
22.	Remington Steele	NBC	18.9/31
23.	Magnum, P.I.	CBS	18.9/27
24.	Facts of Life	NBC	18.9/27
25.	Fall Guy	ABC	18.3/25
26.	Webster	ABC	18.1/27
27.	Benson	ABC	17.4/25
28.	Diff'rent Stokes	NBC	17.3/27
29.	Airwolf	CBS	17.3/26
30.	St. Elsewhere	NBC	17.0/25
31.	Hill Street Blues	NBC	17.0/27
32.	Robert Kennedy, part 2	CBS	16.9/26
33.	MacGruder & Loud	ABC	16.8/24
34.	TV Censored Bloopers	NBC	16.7/25
35.	Sara	NBC	16.5/24
36.	Gimme a Break	NBC	16.4/24
37.	Knight Rider	NBC	16.4/22
38.	T.J. Hooker	ABC	16.3/25
39.	Who's the Boss	ABC	16.3/24
40.	Double Trouble	NBC	15.8/24
41.	Cover-Up	CBS	15.0/25
42.	Three's A Crowd	ABC	14.9/22
43.	Robert Kennedy & His Time, Part II	CBS	14.9/21
44.	Charles in Charge	CBS	14.6/21
45.	Miami Vice	NBC	14.2/22
46.	Matt Houston	ABC	14.1/22
47.	20/20	ABC	14.0/22
48.	E/R	CBS	13.8/20
49.	Dukes of Hazzard	CBS	13.4/20
50.	The Verdict	NBC	13.3/21
51.	Jeffersons	CBS	13.1/19
52.	Alice	CBS	12.9/19
53.	Cagney & Lacey	CBS	12.6/19
54.	Punky Brewster	NBC	12.6/18
55.	It's Your Move	NBC	12.5/19
56.	Street Hawk	ABC	12.4/18
57.	V	NBC	12.2/18
58.	Otherworld	CBS	11.9/15
59.	Silver Spoons	NBC	11.6/17
60.	Starcrossed	ABC	11.4/16
61.	Ripley's Believe It Or Not	ABC	11.3/16
62.	The Four Seasons	CBS	10.0/15
63.	Call to Glory	ABC	9.6/16
64.	Berrenger's	NBC	9.2/15

market selected 48 winners. Of that figure, one listener from each market and a guest, along with the disk jockey whose program was broadcast at the time of the call, are to be flown to Miami next week to appear in specially written, nonspeaking roles on the show. The remaining winners will be given *Miami Vice* T-shirts.

Participating radio stations, which were not necessarily NBC Radio affiliates, were: WBSB(FM) Baltimore; KUBE(FM) Seattle; WMMS(FM) Cleveland; KMEL(FM) San Francisco; KISS(FM) Boston; WKTU(FM) New York; WHYI(FM) Miami-Fort Lauderdale; KKBQ-FM Houston; WKQX(FM) Chicago; WNIC-AM-FM Detroit; KVIL-FM Dallas, and KSHE(FM) St. Louis. The one-hour NBC television series is seen each Friday night from 10 to 11 p.m. NYT.

Different approach

The American Comedy Network, a subsidiary of Katz Broadcasting, Bridgeport, Conn., has launched the "Think Before You Drink" campaign—a series of four, 55-second, radio public service announcements (five seconds for a local tag) on drunk driving. "We recognize that this is an extremely serious issue, but we also see that too many drunk-driving commercials are so solemn or downright horrifying that they end up being a turn-off and their message is lost," said Andrew Goodman, ACN president and general manager. With these spots, ACN hopes to capture the listener's attention through a "lighter approach" and make him more receptive to the message, he added. The PSA's are being offered to stations at no charge. Call or write ACN at Park City Plaza, Bridgeport, Conn. 06604; (203) 384-9443.

Year-end jump

National spot radio expenditures for December 1984 totaled $69,142,500, an increase of 23.8% over the previous December. For the year, rep-placed national spot business was up 15.3% over 1983, reaching $818,009,200, according to Radio Expenditure Reports, Larchmont, N.Y., which confidentially collects financial information from 15 rep companies each month.

Playback

In recognition of Black History Month this month, ABC Radio News has produced a 28-part series, ***Black America: A Living History***, which it is currently feeding to affiliates of its six "full-service" networks (Contemporary, Direction, Entertainment, FM, Information and Rock Radio). ABC News correspondents Herbert Kaplow, Carole Simpson, Marcia Salter and Dean Reynolds will each anchor seven reports which ABC says "focus on living black American leaders and opinion-makers who contribute to the positive images and advancement of blacks." Among those profiled are Jesse Jackson, Bill Cosby, Sugar Ray Leonard, Andrew Young and Wilma Rudolph.

☐

American Public Radio said it will air the first live trans-Atlantic radio concert broadcast from Eastern Europe when it presents Johann Sebastian Bach's "St. Matthew Passion," performed by the Geivandhaus Orchestra and Children's Choir and the Chamber Choir of the Franz Liszt School, all located in Lepzig, East Germany. The concert will be part of American Public Radio's special day-long programing honoring Bach's 300th birthday on March 21 (BROADCASTING, Jan. 7).

And four days prior to that event (March 17), the network has scheduled a live performance of Bach's recently discovered 33 organ chorales by organists Charles Krigbaum and John Ferris from Yale University in New Haven, Conn. The broadcast, which is being produced by Connecticut Public Radio, will air at 2 p.m. NYT and will run approximately two hours. Both programs will be satellite-delivered to American Public Radio affiliates.

☐

The ABC Rock Radio Network will air a live news conference Thursday (Feb. 14) at 3 p.m. NYT from Abbey Road Studios in London featuring rock guitarist Jimmy Page and singer Paul Rodgers, two members of the newly formed The Firm. Page and Rodgers will discuss the group and its upcoming North American tour. The event is expected to last approximately one hour. Additionally, the group's first album was fed to affiliates of the ABC Radio Networks last Friday (Feb. 8) via ABC's digital satellite delivery album service.

Coming unplugged

Station manager Marty Rowe and sportscaster Brett Buckwalter were in for a rude awakening when they reported for work at KBAE(AM) in Everett, Wash., early on the morning of Jan. 28. Someone had made off with most of their radio station overnight.

"We had to hustle, but we got back on [the air]," Rowe told a local newspaper reporter, explaining the theft of about $80,000 worth of electronic equipment from the facility. KBAE, which had signed off at midnight Sunday, returned to the air only 82 minutes late, utilizing a mobile broadcast studio left untouched in the intrusion. Later, KWYZ(AM) Everett loaned some studio equipment to the station. KBAE recently changed its call letters from KRKO(AM) and had planned to replace much of its old equipment when it moved to new studios in downtown Everett next month. However, Rowe said the theft included much of the $35,000 worth of new gear being stored in anticipation of the move. The main studio, newsroom, and production booth were described as "left practically bare" by the burglary, which Everett police are investigating.

"It wasn't done by 12- or 13-year-olds," Buckwalter summed up. "They knew what they were doing."

Year-end results. Highlighted below are the final monthly tallies for network radio advertising expenditures in 1984, prepared for BROADCASTING by the Radio Network Association. The group relies on data supplied by the accounting firm of Ernst & Whinney, which confidentially collects financial information each month from ABC, CBS, NBC, RKO, Mutual and Sheridan. The data shows January as the worst month last year for network billings and October as the best. Network executives report business maintaining a brisk pace through January of 1985 (BROADCASTING, Jan. 28).

Month	*1984*	*1983*	*% change*
January	$14,570,780	$16,407,771	-11.2%
February	$17,861,189	$16,954,074	+ 5.3%
March	$19,691,155	$19,765,992	+ 0.4%
April	$21,694,091	$21,577,038	+ 0.5%
May	$27,595,625	$25,993,287	+ 6.1%
June	$25,703,921	$22,671,887	+13.3%
July	$21,978,440	$22,546,741	- 2.5%
August	$23,470,489	$20,475,602	+14.6%
September	$23,549,792	$24,311,922	- 3.1%
October	$28,826,996	$26,812,993	+ 7.5%
November	$23,032,352	$20,060,763	+14.8%
December	$19,469,225	$15,914,617	+22.3%
TOTALS	$267,439,055	$253,492,687	+ 5.5%

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For the Record

As compiled by BROADCASTING, Jan. 30 through Feb. 6, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ WRYO(AM) Crystal River, Fla. (98.5 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Cape Christian Broadcasters of Florida Inc. to Comco Inc. of Florida for $1,400,000 cash. Price excludes sale of real estate and tower. Seller is principally owned by William C. Lamon, who has no other broadcast interests. Buyer is owned by James C. Robinson, president (8%); Joel H. Sharp (4%), David W. Herdick (8%), and 21 others owning less than 4%. One, Walter M. Windsor, is chairman of SFN Communications of Florida, owner of WFTV(TV) Orlando, where Windsor is also general manager. He will resign position and become consultant to WFTV and will provide consulting services to Sharp and Robinson, owners of WAMR-(AM)-WRAV(FM), for 1/26th of total shares of stock, payable in five yearly installments. Comco is also applying to purchase WFIX(AM) Huntsville, WAJF(AM) Decatur, WSHF(AM) Sheffield and WRAB(AM) Arab, all Alabama. Filed Jan. 28.

■ WLXI-TV Greensboro, N.C. (ch. 61; independent; 500 kw vis.; 50 kw aur.; HAAT: 573 ft.; ant. height above ground: 499 ft.)—Seeks transfer of control of Consolidated Broadcasting Corp. from Gary A. Smithwick (25.5% before; none after) and Harry Powell (25.5% before; none after) to Billy R. Satterfield (49% before; 100% after) for $40,000, comprising $10,000 cash and remainder note paid in three monthly installments of $10,000 with no interest. Neither sellers nor buyers have no other broadcast interests. Filed Jan. 28.

■ WPTM-FM Roanoke Rapids and WSMY(AM) Weldon, both North Carolina, and WGAF(AM) Valdosta and WTGQ-FM Cairo, both Georgia. WPTM: 102.3 mhz; 3 kw; HAAT: 300 ft. WSMY: 1400 khz; 1 kw-D; 500 w-N. WTGQ: 102.3 mhz; 3 kw; HAAT: 300 ft. WGAF: 910 khz; 5 kw-U.—Seeks assignment of license from, respectively, Halifax County Broadcasting, Smiles of North Carolina Inc., WGAF Inc. and Cairo Broadcasting Co. to Faver Broadcasting Group Ltd. for $2,650,000, including noncompete agreement, comprising $24,273 cash, and remaining $2,625,727 in two promissory notes of $975,727, payable in bi-annual payments for three years at 15%, and $1.65 million, payable in monthly installments for 20 years at 12%. Seller of WGAF is owned by William O. Woodall, who also owns 41% of WTGQ-FM and one third of WSMY and WPTM-FM. Woodall's brother, Allen Hardy Woodall, owns 29% of WTGQ-FM, is general partner of WSLE(AM) Bremen, Ga., and owns one third of WSMY and WPTM-FM. Remaining third is owned by Timothy W. Moran. Buyer is owned by Ronald J. Verlander and seller, William O. Woodall (.005% general partners), and 33 other limited partners. Verlander is also administrative general partner of app. for assignment of license of WWWN(AM) Vienna, Ga. His father, Ronald J. Verlander Sr., is general partner of KBSI-TV Cape Girardeau, Mo. Filed Jan. 29.

Facilities Changes

Applications

AM's

Tendered

■ KFRN (1280 khz) Long Beach, Calif.—Seeks CP to increase day power to 5 kw; increase night power to 1 kw, and change to DA-2. App. Jan. 31.

■ WINU (1510 khz) Highland, Ill.—Seeks CP to change freq. to 880 khz; add night service with 250 w; increase day power to 5 kw; change TL, and make changes in ant. sys. App. Jan. 29.

■ WCGC (1270 khz) Belmont, N.C.—Seeks CP to increase day power to 5 kw and change to DA-2. App. Jan. 31.

■ KSHY (1370 khz) Cheyenne, Wyo.—Seeks CP to change freq. 1530 khz; change city of lic. to Fox Farm, Wyo.; add night service with 1 kw; increase day power to 10 kw; install DA-2; change TL, and make changes in ant. sys. App. Jan. 29.

Accepted

■ WTAN (1340 khz) Clearwater, Fla.—Seeks CP to make changes in ant. sys. App. Jan. 30.

■ WJDM (1530 khz) Elizabeth, N.J.—Seeks CP to construct new ant. and change TL. App. Jan. 31.

■ WNJR (1430 khz) Newark, N.J.—Seeks CP to change TL and make changes in ant. sys. App. Jan. 31.

FM's

Tendered

■ WHUH (97.7 mhz) Houghton, Mich.—Seeks CP to change freq. to 96.3 mhz; change TL; change ERP to 100 kw; change HAAT to 984 ft.; change class of station to "A", and make changes in ant. sys. App. Jan. 29.

■ WYKZ (98.7 mhz) Beaufort, S.C.—Seeks mod. of CP to change TL and make changes in ant. sys. App. Jan. 30.

Accepted

■ WVRT (101.7 mhz) Reform & Gordo, Ala.—Seeks mod. of CP to change SL from Reform & Gordo to Gordo. App. Feb. 4.

■ WBIL-FM (95.9 mhz) Tuskegee, Ala.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 316.848 ft.

■ KPFM (105.5 mhz) Mountain Home, Ark.—Seeks mod. of CP to change TL; change ERP to 1.3 kw, and change HAAT to 474 ft. App. Feb. 4.

■ KIQQ (100.3 mhz) Los Angeles—Seeks CP to change lower main ant. by 55 ft.; change ERP to 5.3 kw, and change HAAT to 3,004 ft. In separate app, seeks CP to install 60 DBU contour aux. ant. not to exceed 60 DBU contour of main ant. at ERP 5.6 kw and HAAT 2,829 ft. App. Feb. 4.

■ KSJQ (96.7 mhz) Manteca, Calif.—Seeks CP to change HAAT to 328 ft. App. Jan. 30.

■ KFAC-FM (92.3 mhz) Los Angeles—Seeks CP to change ERP to 39 kw and change HAAT to 2,910 ft. App. Jan. 30.

■ KBRQ-FM (105.1 mhz) Denver—Seeks CP to change TL and change HAAT to 1,328.9 ft. App. Jan. 29.

■ WINZ-FM (94.9 mhz) Miami—Seeks mod. of CP to supply measured radiation pattern to replace calculated pattern. App. Jan. 29.

■ WMKM (105.5 mhz) St. Augustine, Fla.—Seeks mod. of CP to change ERP to 2.12 kw. App. Jan. 30.

■ WBYG (99.9 mhz) Kankakee, Ill.—Seeks CP to change 8-bay DA with slightly different 4-bay DA. App. Jan. 29.

■ WNVI-FM (106.1 mhz) North Vernon, Ind.—Seeks CP to change TL and change HAAT to 486 ft. App. Jan. 30.

■ WNCW (96.7 mhz) Paris, Ky.—Seeks mod. of lic. to install new transmission sys. App. Jan. 31.

■ *WFXM (88.1 mhz) Frederick, Md.—Seeks mod. of CP to change TL. App. Jan. 30.

Summary of broadcasting
as of December 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,716	418	4,134
Educational FM	1,172	173	1,345
Total Radio	9,642	761	10,403
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	365	252	617
Educational VHF TV	114	2	116
Educational UHF TV	176	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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The upside and down of Fowler's first four at the FCC

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Vol. 108 No. 7

Broadcasting Feb18

A perspective on the Fowler chairmanship
FCC moves to clear way for UHF-VHF swaps

FIRST FOUR YEARS □ FCC Chairman Mark Fowler has more than left his stamp on the telecommunications environment. Under his leadership the commission has taken a broad scythe to the regulatory underbrush, and broad steps toward a media marketplace far freer of cumbersome government regulation. While broadcasters are generally pleased, there are others not so quick to praise. The deregulation train has slowed, however, as Fowler has not found the backing of Congress on certain issues—multiple ownership and network syndication and financial interest rules—nor of his commission colleagues on others—Rhodes Productions and TV stereo must-carry. In this two-part perspective on the Fowler FCC, BROADCASTING reviews the record and then, in a candid interview with the chairman, presents his assessment of his first four years and what lies ahead. **PAGES 39-43.**

SWAP TALK □ FCC proposes that commercial UHF's and noncommercial VHF's be allowed to switch allocations without opening commercial broadcasters to competing applications. **PAGE 45.**

EVALUATION □ Both sides take stock after first skirmish in fight over question of alcohol advertising ban. **PAGE 46.**

COMING HOME □ CNN reporter Jeremy Levin escapes from kidnappers who held him captive for 11 months; returns home. **PAGE 46.**

BULL SESSION □ Program production, distribution and syndication-related stocks have made double-digit strides in stock market in last two months. **PAGE 50.**

EARNINGS REPORT □ ABC and CBS report fourth-quarter numbers down from year-earlier quarter. **PAGE 56.**

JUBILEE TALK □ Regulators convene on 50th anniversary of Communications Act to probe current relationship between regulation and new technologies. **PAGE 58.**

BACK AGAIN □ CIA asks FCC to reconsider fairness complaint against ABC. **PAGE 61.**

ROUGH TRAVELING □ Radio Marti, plagued by personnel and programing problems, misses proposed launch date. **PAGE 62.**

CABLE NICHE □ Black.Entertainment Television might be operating in the shadow of larger cable networks, but its leaders believe it is programing the industry can't do without. **PAGE 67.**

COMPATIBILITY □ Showtime, Group W release studies showing VCR's and pay cable work well together. **PAGE 69.**

ONE TURN □ USIA chief proposes exchange of Russian, U.S. television broadcasts. **PAGE 72.**

REPORT CARD □ American Enterprise Institute reviews network coverage of presidential campaign and finds slight liberal bias but vote unaffected. **PAGE 74.**

CNN WORLDWIDE □ Turner announces deal to distribute CNN throughout Europe using Intelsat system. **PAGE 76.**

ACTIONS SPEAK LOUDER... □ Woody Sudbrink has quietly compiled an impressive record of station management and trading successes. **PAGE 103.**

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Fries

networks made-for TV movies, mini-series and a series pilot for CBS, *His and Hers*. It also sells to the videocassette market, both here and abroad, publishes childrens' magazines, and in the past two years established a station group that by the end of this year should have five stations.

Some of the first-run efforts were short lived and Frazzano noted that, in general, 9.5 out of 10 industry efforts fail. But a winner, he said, can make all the difference: "While Telepictures will likely report $15 million in pre-tax profits this year, they could earn equal amounts on either *Thundercats* and *SilverHawks*."

Thundercats has been sold in 85% of television markets for the fall of 1985 and *SilverHawks*, launched just before the NATPE convention for a fall 1986 start, has been sold in markets covering 55%, according to Solomon. Both shows are pre-sold for three-year periods. The chairman and chief executive officer said one reason the company has attracted attention is because those shows give some predictability to Telepictures's revenue and earning stream through 1988 and '89. He wryly remarked: "We have a problem which is that we haven't developed anything for the '89 season. . .yet." □

Bottom Line

Targeting CBS. New document submitted by Fairness in Media (FIM) to Securities and Exchange Commission indicates it has been rebuffed in request to meet with CBS Chairman Thomas F. Wyman, who suggested organization meet instead with other CBS officials. Filing, received by SEC on Feb. 8, said Wyman's proposal was "unacceptable. . .In view of these developments, FIM has concluded that the company does not intend to respond satisfactorily to FIM's concerns. Accordingly, FIM has decided to seek to affect a change in control of the company." Seven-page document said organization, which states it intends to change "policies" of CBS News, is considering proxy campaign to elect "either one or two directors," at company's 1985 annual spring meeting. It also said it is "conducting discussions" with unidentified "third person" about possible proxy solicitations and tender offers.

□

New grades for Oak. Standard & Poor's has given Oak Industries convertible subordinated debt its lowest rating, because payment of interest on 10.5% notes is now in arrears. S&P also lowered ratings on other subordinated debt from CCC to CC and on senior debt from B- to CC. Moody's announced it is reviewing its rating on Oak debt. Moody's cut ratings of senior debt to Caa from B-3.

ABC, CBS report drop in earnings in fourth quarter

Both companies, however, report increases in year-end earnings

Reduced prime time ratings for ABC have already made themselves felt in the company's financial results, according to fourth-quarter and year-end financial results released last week. Those results showed that the network reported a modest profit decline on a revenue increase of less than 5%. But one ABC official noted that the network reacted quickly to the "lower than expected ratings and did a good job in managing its costs." Those cost increases have been estimated at less than 4%.

Lower daytime ratings did not cause a severe problem for the network, according to the ABC official, because the household decline was not as pronounced and the demographics held up better. This is especially important for the network and the company because daytime has historically counted for more than half of the network's operating profit—reliable estimates place prime time's contribution at less than a quarter of the total.

For the quarter, record revenue and profits were in store for the owned television stations and ABC Radio, leaving the Broadcast Group with unchanged profits of $108.7 million on a 5% increase in revenue to $816.6 million. Overall, the company posted quarterly operating income of $108.6 million, up 2%, on revenues of $932.9 million, up 7%.

In the video enterprises division, losses decreased in the quarter to $7.6 million from the $9.9 million posted in the fourth quarter of last year. Revenue in the period increased from $2.9 million to $23.2 million, almost all of which was attributable to ESPN. A line item in the company's report, "minority interest," indicates a credit of $669,000 which turns out to be Nabisco's share of the net-after-tax loss of ESPN. Multiplying that dollar figure by five (Nabisco's share is 20%) indicates the cable network posted a net-after-tax loss in the quarter of $3.3 million.

At CBS, Broadcast Group profits for the quarter were $132.5 million, up 15%, on revenue of $838.9 million, up 8%. The company declined to comment on specific divisions within the group, which slightly improved its operating margins in comparison with last year's fourth quarter.

For the year, the CBS/Broadcast Group posted a 40% jump in operating profits to $408.6 million, on a 14% increase in revenue to $2,720,900,000, virtually identical to the percentage increases NBC reported several weeks ago ("In Brief," Jan. 28). This marks the third straight year of a 40% or more increase for NBC, which is still rebounding from the poor performance of previous years (see chart). There is still room between it and CBS and ABC, both of which earned more in the first three quarters of 1984 than NBC reported for the full year.

In 1984, the ABC Broadcast Group reported revenue of $3,304,430,000, a billion of which was recorded in the Olympian third quarter. Operating income was $427,818,000, up 17%.

For the company, ABC reported year-end revenue of $3.7 billion, up 26%, and net income of $195.3 million, up 22%.

CBS Inc. reported year-end revenue of $4.9 billion, up 12%, and net income of $212.4 million, up 14%.

CBS net income dropped 50% in the fourth quarter, due to the performance of other divisions and certain accounting charges, including the discontinuance of the company's musical instruments business. Record Group revenue and profit declined, "reflecting," the company said, inability to match last year's sales of Michael Jackson's *Thriller* album. The CBS/Publishing Group reported declining profit on a slight increase in revenue.

Losses increased substantially in the line item, "Other," from $9.5 million to $48.9 million. That line records the results of CBS Toys, CBS Theatrical Films, CBS Software and "other miscellaneous operations." A "substantial majority" of that loss was attributed to CBS Toys, according to a knowledgeable source. The theatrical film operations of both CBS and ABC reported losses.

Ernie Levenstein, securities analyst with Shearson/American Express, said the write-offs and accounting changes that affected CBS's fourth-quarter results were greater than had been anticipated but would help the company next year, "when it will reduce the year-to-year comparisons with the large dilutions they face from their Ziff Davis purchase."

After the financial results were released last Tuesday, ABC's stock closed down three-eighths of a point on moderate trading. CBS closed down one point on light trading. □

Operating profit margins*

	ABC	*CBS*	*NBC*
1979	18.0	17.7	7.7
1980	15.2	14.5	4.9
1981	15.0	16.5	3.0
1982	13.4	12.5	6.0
1983	14.0	12.2	7.0
1984	12.9	15.0	9.2

* Income (before taxes, interest, joint ventures, and general and corporate expense) divided by revenue.

six months to become a New Yorker. What's a New Yorker? Koch asked rhetorically. "It's a state of mind," he answered. "If you walk faster, talk faster, think faster—that's a New Yorker," explained the mayor, who added he expects to win his next election and be around next year for the ribbon-cutting ceremonies.

Manhattan Television Center is scheduled to open in the spring of 1986. ☐

Among those taking part in the dedication of the new Manhattan Television Center was "Hizzoner," Mayor Edward Koch. He is flanked by soap opera actresses (l-r): Jane Cameron (Another World), Victoria Wynham (Another World), Judi Evens (Guiding Light) and Colleen Zenk (As the World Turns).

'Cosby' and 'Dirty Dozen' deliver week for NBC

With *The Cosby Show* the top-rated program for the second consecutive week and the made-for-TV movie sequel, *Dirty Dozen: Next Mission*, delivering a rare Monday night victory, NBC won the prime time ratings for the week ended Feb. 10 by 1.2 rating points over the nearest competitor, CBS.

For the 20th week of the 1984-85 prime time season, A.C. Nielsen's national rating service ranked NBC with an 18.2 rating and 27 share of the television audience, compared to a 17/26 for CBS and a 16.6/25 for ABC. It was NBC's third weekly win of the season.

And despite the President's State of the Union address on Wednesday, which depressed viewing levels for the night, HUT levels for the fifth consecutive week were above their year-ago marks. Thanks to a heavy load of sweeps-type programing in the TV movie slots, HUT levels achieved their highest average all season: 68.9, up 3% from the 66.9 for the comparable week last year.

The combined network rating/share totaled 51.8/78, flat compared to the same week a year ago. NBC had four of the top 10 shows, compared to four for CBS and two for ABC. NBC won Monday and Tuesday; CBS won Thursday, Friday and Sunday, while ABC took Wednesday and Saturday.

Sweeps-positioned made-for-TV movies populated the top 20-ranked programs, including NBC's *Dirty Dozen: Next Mission* (sixth); ABC's *Consenting Adult* (seventh); the first part of CBS's mini-series, *The Atlanta Child Murders* (12th), and NBC's *Poison Ivy* (17th). ABC's controversial TV movie, *Surviving*, came in 23d, performing about average for an *ABC Sunday Night Movie*.

All but one midseason replacement ranked in the bottom 25 shows of the week. The fourth episode of ABC's *MacGruder & Loud* averaged a 15.1/22, its lowest performance yet, ranking 38th out of 65 shows. The second episode of NBC's *Code Name: Foxfire*, which replaced *V* at 8-9 Friday (NYT), fell 27% from its premiere two weeks earlier and averaged a 14.9/23, ranking 41st out of 65. ABC's *Streethawk*, which plays opposite *Dallas* on Friday, averaged a 13.3/20 for its sixth broadcast, up about a rating point over the week before. CBS's *Otherworld*, on its third outing, averaged a 10.8/18, and NBC's new prime time serial drama, *Berrenger's*, averaged a 9.3/16 and languished, as it has for four of its seven broadcasts, in the bottom five ranked shows of the week.

Midseason replacements *Crazy Like a Fox* (CBS) and *Sara* (NBC) were pre-empted.

Some highlights:

■ ABC's *Hardcastle & McCormick*, which was moved from Sunday at 8-9 to Monday, 8-9, effective Dec. 31, 1984, replacing *Call To Glory*, has shown a significant leap in the ratings. It was averaging a 14.9/22 in its old time period, but since moving into its new slot it has averaged a 17.4 rating, up 17%. Moreover, it has improved the Monday 8-9 time period by 40%.

■ Since CBS moved *The Jeffersons* and *Alice* from their Sunday berths at 9-10 to make room for *Crazy Like a Fox* on Jan. 8, the ratings of those shows have slipped 25% and 27%, respectively, and on each occasion have ranked behind *Three's A Crowd* and *Who's The Boss?* on ABC in their new Tuesday 8-9 slot. However, the upside is that *Crazy Like a Fox* has boosted the Sunday 9-10 time period by 40%, and while the ratings for *The Jeffersons* and *Alice* are lower, they are about average for CBS's Tuesday 8-9 slot this season, which carried special programing for much of the fourth quarter.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	26.1/37
2.	Dynasty	ABC	25.9/41
3.	60 Minutes	CBS	25.7/38
4.	Dallas	CBS	25.0/38
5.	A Team	NBC	24.0/34
6.	Dirty Dozen: Next Mission	NBC	23.8/34
7.	Consenting Adult	ABC	23.1/33
8.	Family Ties	NBC	22.5/32
9.	Simon & Simon	CBS	22.4/32
10.	Knots Landing	CBS	21.9/35
11.	Riptide	NBC	21.9/32
12.	Atlanta Child Murders, part 1	CBS	21.8/31
13.	Falcon Crest	CBS	20.3/33
14.	Highway to Heaven	NBC	20.0/29
15.	Remington Steele	NBC	19.9/33
16.	Murder, She Wrote	CBS	19.9/31
17.	Poison Ivy	NBC	19.8/29
18.	TV Bloopers & Prac. Jokes	NBC	19.3/27
19.	Magnum, P.I.	CBS	18.7/27
20.	Hill Street Blues	NBC	18.6/30
21.	Knight Rider	NBC	18.3/26
22.	Cheers	NBC	18.2/26
23.	Surviving	ABC	18.1/28
24.	Scarecrow & Mrs. King	CBS	17.9/25
25.	Who's the Boss	ABC	17.3/24
26.	Fall Guy	ABC	17.2/25
27.	Webster	ABC	16.9/26
28.	Hardcastle & McCormick	ABC	16.6/23
29.	Miami Vice	NBC	16.4/27
30.	Three's A Crowd	ABC	16.4/23
31.	Diff'rent Stokes	NBC	16.2/27
32.	Benson	ABC	16.2/25
33.	Night Court	NBC	16.2/24
34.	20/20	ABC	15.9/26
35.	Kate & Allie	CBS	15.7/21
36.	Finder of Lost Loves	ABC	15.4/27
37.	Love Boat	ABC	15.3/25
38.	MacGruder & Loud	ABC	15.1/22
39.	Newhart	CBS	15.1/21
40.	Cagney & Lacey	CBS	15.0/22
41.	Code Name: Foxfire	NBC	14.9/23
42.	Charles in Charge	CBS	14.8/22
43.	Dukes of Hazzard	CBS	14.7/23
44.	Double Trouble	NBC	14.6/24
45.	Gimme a Break	NBC	14.5/23
46.	20/20	ABC	14.5/22
47.	T.J. Hooker	ABC	14.5/24
48.	E/R	CBS	14.4/20
49.	Airwolf	CBS	14.4/23
50.	Mike Hammer	CBS	13.3/24
51.	Street Hawk	ABC	13.3/20
52.	The Bad Seed	ABC	12.9/19
53.	V	NBC	12.7/19
54.	Punky Brewster	NBC	12.5/18
55.	It's Your Move	NBC	12.3/20
56.	Matt Houston	ABC	12.0/20
57.	Corsican Brothers	CBS	11.9/18
58.	Silver Spoons	NBC	11.8/18
59.	Ripley's Believe It Or Not	ABC	11.7/17
60.	Jeffersons	CBS	11.3/16
61.	Otherworld	CBS	10.8/18
62.	State-Union Analysis-1	CBS	10.5/15
63.	Alice	CBS	10.0/14
64.	Berrenger's	NBC	9.3/16
65.	State-Union Analysis-2	CBS	6.8/11
66.	Alice	CBS	6.7/11

*Indicates premiere episode

semiannual payments at 10%. Sale does not include real estate or buildings. Seller is owned by Harry Epperson. It also owns WQAA-FM[CP] Luray, Va. Buyer is owned by Michael R. Bland (51%), Thomas E. Marshburn, and his wife, Judy Mae (49% each). Bland is station's general manager. Marshburn is CPA, owner of Wilson and Marshburn, based in Washington, N.C. Filed Feb. 8.

■ WDKD(AM)-WWKT-FM Kingstree, S.C. (AM: 1310 khz; 5 kw-D; FM: 98.3 mhz; 3 kw; 300 ft.)—Seeks transfer of control of Davidson Communications Inc. from John W. Davidson (70% before; none after) to Gary M. Davidson (30% before; 100% after) for $302,758.75. Seller also owns WLOP(AM)-WIFO(FM) Jesup; WDAX-AM-FM McRae, and 70% of WMVG(AM)-WKZR(FM) Milledgeville, all Georgia. Buyer is owned by seller's son, who also owns remaining 30% of Milledgeville stations, and has interests in cable systems in Fripp Island, Seabrook Island, Edisto Island and Batesburg, all South Carolina. Filed Feb. 6.

■ WCKM(AM) Winnsboro, S.C. (1250 khz; 500 w-D)—Seeks assignment of license from Fairfield Broadcasting Inc. to Mediamatrix Inc. for $140,000, comprising $20,000 cash, and remainder notes and assumptions of liabilities. Seller is principally owned by William R. Sanders and John E. Benson, who have no other broadcast interests. Buyer is equally owned by Frank R. Malette, and his wife, Deborah. Malette is former program director at WSGM(FM) Staunton, Va. Feb. 4.

■ WDSI(TV) Chattanooga (ch. 61; ERP vis. 2,400 khz; aur. 240 kw; HAAT: 1,320 ft.; ant. height above ground: 320 ft. [CP for ERP vis. 4,613 kw; aur. 461 kw])—Seeks assignment of license from Group V Television Inc. to WDSI Limited Partnership for no consideration. Seller is owned by Michael F. Starr, chairman of Southern Starr Broadcasting Group Inc., which owns WKLY(FM) Leesburg, Fla., and WPLR(FM) New Haven, Conn., and his brother Peter. Buyer is owned by general partners, Michael Starr (47.5%), Louis T. Donatelli (47.5%) and two others. Donatelli has no other broadcast interests. Filed Feb. 7.

■ KHBQ(FM) Canyon, Tex. (107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of construction permit from Canyon Broadcasting Co. to Alfred Broadcast Inc. In sale, Alfred Broadcasting will pay settlement of $195,000 cash to competing applicants for 107.9 mhz in Canyon, Tex., for which Auldridge Broadcasting (same principals as Canyon) has made application and $209,000 cash for KHBQ. Seller is owned by Mary Beth Auldridge, and her husband, Jack. It has no other broadcast interests other than application for new station. Other applicants for that station are: Albert P. Davilla, who will receive $60,000 cash; Samuel K. Stratemeyer, who will receive $10,000, and Cantex Broadcasting Corp., which will receive $25,000. Buyer is owned by James P. Speegle (51%) and his wife, Mary (49%). Speegle is general manager of KPUR(AM) Amarillo, Tex. Filed Feb. 5.

■ KMIO-FM Merkel, Tex. (102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from B&D Broadcasting Inc. to Fox Communications Inc. for $325,000, comprising assumption of $300,000 debt and remainder cash. Also, B&D will purchase the real estate of the station and lease land back to Fox. Seller is owned by Gene Ditmore (51%) and Bill Starks (49%). They also own colocated KMIO(AM). Buyer is owned by Billy J. Fox, who owns 51% of Fox Broadcasters Inc., licensee of KFQX-FM Llano and KFQX(AM) Abilene, both Texas. Filed Feb. 6.

■ KPEJ(TV) Odessa, Tex. (ch. 24; ERP vis. 2,393 kw; aur. 239.3 kw; HAAT: 740 ft.; ant. height above ground: 754 ft.)—Seeks assignment of construction permit from Odessa Family Television Ltd. to Greater Texas TV Inc. for $70,138.48, plus $16.53 for every day between Nov. 15 and closing date of no later than 5 days after closing. Seller is principally owned by William B. Bailey. It has no other broadcast interests. Buyer is owned by Billy D. Goldberg (50%), Lester Kamin (37.5%) and Hazel Y. Arnold (12.5%). Goldberg owns 80% and Kamin owns 10% of KVEO-TV Brownsville, Tex. Goldberg is also app. for new TV in Austin, Texas. Kamin is president of Houston-based media broker, Lester Kamin & Co., where Arnold is also vice president. Filed Jan. 31.

New Stations

Applications

AM

■ Unalakleet, Alaska—Unalakleet Broadcasting Inc. seeks 930 khz; 2.5 kw-U. Address: P.O. Box 178, 99684. Principal is nonprofit corporation headed by Sheldon Ryan, president. It has no other broadcast interests. Filed Feb. 5.

FM's

■ Citronelle, Ala.—Barbara Kay Turner seeks 101.9 mhz; 3 kw; HAAT: 328 ft. Address: 722 State Street, 36522. Principal has no other broadcast interests. Filed Feb. 1.

■ Greenfield, Calif.—Wayne R. Stakey seeks 107.9 mhz; 9.5 kw; HAAT: 1,128.6 ft. Address: 470 Hickory Ct., Suite 3C, Jackson, Miss. 49203. Principal has no other broadcast interests. Filed Feb. 1.

■ Owensville, Mo.—Dorothy C. Pennington seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 5519 Rockingham Rd. East, Greensboro, N.C. Principal is also app. for new FM in Mary Esther, Fla. Filed Feb. 5.

■ Roswell, N.M.—Marjorie S. Moore seeks 100.5 mhz; 100 kw; HAAT: 104.5 ft. Address: 1218 South Street, 88201. Principal is mother of James C. Moore, owner of KRSY(AM) Roswell, N.M., where she is asst. manager. Filed Feb. 4.

■ Redfield, S.D.—Victoria Broadcasting System Inc. seeks 103.7 mhz; 100 kw; HAAT: 115 ft. Address: 512 N. Main St., Box 110, 57469. Principal is equally owned by Steven G. Kaiser, and his wife, Marjorie. They also own KQCD(AM) Redfield, S.D. Filed Feb. 4.

■ Denver City, Tex.—Davis Communications Inc. seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 1106 W. Hondo, Devine, Tex. 78016. Principal is owned by Ashley N. Davis (51%) and his wife, Pamela Sue (49%). It owns KDCI(AM) Devine, Tex., and is app.'s for new FM's in Cotulla, Marfa and McCamey, all Texas. Filed Jan. 28.

TV's

■ Orlando, Fla.—Elim Broadcasting Inc. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,605 ft.; ant. height above ground: 1,615 ft. Address: Suite 1200, 201 E. Pine St., 32801. Principal is equally owned by Fran Carlton and Dr. Elaine B. Cox, who have no other broadcast interests. Filed Jan. 30.

■ Rock Hill, S.C.—Beverly Hills Hotel Corp. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,950 ft.; ant. height above ground: 1,953 ft. Address: 9641 Sunset Blvd., Beverly Hills, Calif. 90210. Principal is owned by Seema S. Boesky (39.7%); Muriel Slatkin (19.08%); her husband, Burton (11%); their sons, Edward (6.8%) and Thomas (6.8%), and Seema Boesky's husband, Ivan (4%). In addition, Ivan Boesky owns 75% of corporation which owns 12.7% of app., remaining 25% is held in trust for Boesky's children. Beverly Hills Hotel Corp. also owns 85% of KGMC-TV Oklahoma City and KITN(TV) [formerly WFBT-TV] Minneapolis. Boesky is limited partner in Forstmann Little & Co., which owns 49% of United Communications Corp., which has applied to purchase WRGB-TV Schenectady, N.Y. Filed Jan. 29.

Summary of broadcasting as of December 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,716	418	4,134
Educational FM	1,172	173	1,345
Total Radio	9,642	751	10,403
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	365	252	617
Educational VHF TV	114	2	116
Educational UHF TV	176	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Rapid City, S.D.—Community Christian Television seeks ch. 21; ERP vis. 2,525 kw; aur. 252 kw; HAAT: 778.75 ft.; ant. height above ground: 327.5 ft. Address: 1201 Rogers Rd., Graham, N.C. 27253. Principal is owned by Rosemary Wuenschel (70%) and Kristen Kincaid (30%). They have no other broadcast interests. Filed Jan. 25.

Facilities Changes

Applications

AM's

Tendered

■ KKMC (880 khz) Gonzales, Calif.—Seeks CP to increase day power to 10 kw and night power to 5 kw. App. Feb. 11.

■ KJCK (1420 khz) Junction City, Kan.—Seeks CP to add night service with 500 w; install DA-N; change TL, and make changes in ant. sys. App. Feb. 8.

■ WDNY (1600 khz) Dansville, N.Y.—Seeks CP to increase day power to 1 kw, DA-D. App. Feb. 5.

■ WKBH (1570 khz) Holmen, Wis.—Seeks CP to increase power to 5 kw and change to DA-D. App. Feb. 11.

Accepted

■ KLCN (910 khz) Blytheville, Ark.—Seeks CP to make changes in ant. sys. App. Feb. 5.

■ KTRT (1400 khz) Truckee, Calif.—Seeks MP to change TL and make changes in ant. sys. App. Feb. 7.

■ WHOD (990 khz) Orlando, Fla.—Seeks mod. of lic. to license previous ant. as aux. ant. for daytime critical hours. App. Feb. 7.

■ KTIB (630 khz) Thibodaux, La.—Seeks mod. of lic. to operate transmitter by remote control. App. Feb. 7.

■ New (750 khz) El Paso—Seeks MP to change TL and make changes in ant. sys. App. Feb. 11.

FM's

Tendered

■ *KSBJ (88.1 mhz) Humble, Tex.—Seeks CP to change freq. to 89.3 mhz. App. Feb. 8.

Accepted

■ *KLLN (90.9 mhz) Newark, Ark.—Seeks mod. of CP to change ERP to 4.04 kw and make changes in ant. sys. App. Feb. 11.

■ *KLON (88.1 mhz) Long Beach, Calif.—Seeks mod. of lic. to install new transmission sys. App. Feb. 7.

■ KZFR (103.1 mhz) South Lake Tahoe, Calif.—Seeks mod. of CP to change TL; change ERP to 0.589 kw, and change HAAT to 2,952 ft. App. Feb. 11.

■ KBOB (98.3 mhz) West Covina, Calif.—Seeks mod. of CP to change TL; change ERP to 3 kw, and change HAAT to 328 ft. App. Feb. 11.

■ *KRCC (91.5 mhz) Colorado Springs—Seeks CP to change TL; change ERP to 1 kw, and change class of station. App. Feb. 5.

■ KLDR-FM (95.3 mhz) Delta, Colo.—Seeks mod. of CP to change ERP to 100 kw; change HAAT to 969 ft., and change freq. to 95.1 mhz. App. Feb. 6.

■ *KEFR (89.9 mhz) Le Grand, Colo.—Seeks mod. of CP to change ERP to 2.2 kw; change HAAT to 1,950 ft.; change SL to 3782 South Washington St., Le Grand, and make changes in ant. sys. App. Feb. 5.

■ WLYQ (95.9 mhz) Norwalk, Conn.—Seeks CP to install aux. sys.; change ERP to 1.29 kw, and change HAAT to 215 ft. App. Feb. 6.

■ WRYO (98.5 mhz) Crystal River, Fla.—Seeks mod. of CP to change TL and change HAAT to 1,331.68 ft. App. Feb. 11.

■ WAXY-FM (105.9 mhz) Fort Lauderdale, Fla.—Seeks CP to change ERP to 100 kw; change HAAT to 1,022 ft., and make changes in ant. sys. App. Feb. 6.

■ WLVE (93.9 mhz) Miami Beach—Seeks mod. of CP to change ERP to 95.5 kw; change HAAT to 1,006 ft., and make changes in ant. sys. App. Feb. 6.

■ WTMI (93.1 mhz) Miami—Seeks mod. of CP to make changes in ant. sys. App. Feb. 6.

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A special report

Vol. 108 No. 8

Broadcasting Feb 25

Westmoreland, CBS settle out of court
Bumper crop of network pilots
The lobbyists: Washington's power brokers

END OF THE LINE □ After nearly five months in court, General William Westmoreland and CBS come to out-of-court settlement in libel case general brought against network for its Vietnam documentary. Both sides claim vindication. **PAGE 35.** Observers discuss larger question of what settlement means to libel law and investigative journalism. **PAGE 36.**

BLANKET CASE □ Supreme Court affirms appeals court decision finding that blanket music licenses for television stations do not violate antitrust laws or restrain competition. **PAGE 38.**

FLORIDA MEETING □ NRBA board discusses next move in battling effort to ban beer and wine advertising on radio. **PAGE 40.**

FLIGHT LINE □ Networks order fall pilots with ABC asking for 30, NBC 22 and CBS between 12 and 15. **PAGE 41.**

THE LOBBYISTS □ They differ in style and background, but they share the same goal: to influence and to inform; to carry their client's message effectively and persuasively to the halls and lobbies of power. In this special report, BROADCASTING looks at the men and women who help fly the Fifth Estate flag on Capitol Hill. In a series of profiles of key communications lobbyists, and interviews with prominent figures on the communications lobbying scene, chief correspondent Leonard Zeidenberg examines the issues that have helped make the communications business a booming one for Washington's powerful persuaders, providing a look at who does what for whom, and how effectively. **PAGES 44-60.**

INTERNATIONAL TALE □ Reagan administration spokesmen tell congressional subcommittee that Intelsat competitors won't hurt satellite organization; some representatives aren't convinced. **PAGE 61.**

BUDGET REQUEST □ USIA director Charles Wick goes before Congress to explain proposed 22% increase in agency's budget. **PAGE 61.**

LOGGING IN □ Broadcasters support retention of affiliation contract filings with FCC. **PAGE 64.**

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TAKING EXCEPTION □ ABC's Barnathan criticizes those who he says blocked efforts to establish quarter-inch video newsgathering format. **PAGE 70.**

MOVING ALONG □ CBS signs agreement to use Group W Satellite's Stamford, Conn., satellite facilities for television network. **PAGE 70.**

VIEW FROM BATF □ Bureau of Alcohol, Tobacco and Firearms Chief Stephen Higgins discusses bureau's rulemaking covering beer and wine advertising. Subject of ban won't be included. **PAGE 72.**

KINGS OF THE HILL □ Brothers Michael and Roger have made King World a family affair, and a force to be reckoned with in program distribution. **PAGE 95.**

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3060.

June 4-6—*NBC-TV* promotion executives conference. Hyatt Regency, Chicago.

June 5-8—*Iowa Broadcasters Association* annual convention. Cedar Rapids, Iowa.

June 6-9—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago.

June 6-12—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

June 8-12—*American Advertising Federation* national convention. J.W. Marriott, Washington.

June 9-12—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge on Table Rock Lake, Branson, Mo.

June 10—Presentation of Monitor Awards of *Videotape Production Association*. Lincoln Center, New York State Theater, New York.

June 10-12—Fourth annual *International Radio Festival of New York*, radio program competition. Sheraton Center hotel, New York. Information: (914) 238-4481.

June 12—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

June 12—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: programing management. National Association of Broadcasters, Washington.

June 12—*Ohio Association of Broadcasters* sales workshop. Columbus Marriott Inn North, Columbus, Ohio.

June 12-13—*Illinois Broadcasters Association* annual trip to Washington for visits with legislators and FCC. Washington.

■ **June 17-19**—CATA '85, *Community Antenna Television Association* annual meeting. Opryland hotel, Nashville. Information: CATA Show, P.O. Box 9893, Alexandria, Va., 22304-0479.

June 20-22—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

July

July 10-14—*National Association of Farm Broadcasters* summer meeting. J.W. Marriott, Washington.

July 11-13—*National Federation of Local Cable Programers* national convention. Boston Park Plaza hotel, Boston. Information: (202) 544-7272.

July 15-17—*New England Cable Television Association* annual convention and exhibition. Dunfey Hyannis hotel, Hyannis, Mass.

July 16—*Ohio Association of Broadcasters* programers' workshop. Embassy Suites, Columbus, Ohio.

July 19-21—*Oklahoma Association of Broadcasters* annual summer meeting. Shangri La, Afton, Okla.

July 22-23—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Hilton Harbour Castle, Toronto.

■ **July 23-26**—*Florida Cable Television Association* annual convention. Amelia Island Resort, Fla.

July 31-Aug. 4—*National Association of Black Journalists* convention. Baltimore.

August

Aug 4-7—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

Aug. 7—*Ohio Association of Broadcasters* news directors' workshop. Columbus Marriott Inn North, Columbus, Ohio.

Aug. 8-Sept. 14—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Geneva. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

Aug. 22-24—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

September

Sept. 8-10—*Illinois Broadcasters Association* annual convention. Eagle Ridge Inn, Galena, Ill.

Sept. 11-14—Second annual Radio Convention and Programing Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Sept. 11-14—*Radio-Television News Directors Association* annual convention. Opryland hotel, Nashville.

■ **Sept. 14**—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, International Council*. Information: (212) 308-7540.

Errata

Headline in earnings story (Feb. 18) incorrectly stated ABC's fourth-quarter earnings declined. **Operating profit of ABC Television Network declined in fourth quarter, but company's net earnings increased 6%** to $52.4 million.

□

"Donahue" is seen in Philadelphia on WPVI-TV, not WCAU-TV, as incorrectly reported in "Closed Circuit," Feb. 18.

SELF-TEST ON WHIPLASH
SAFETY TIPS ON BACK INJURY

Help in America's fight against a major health hazard with this *new* safety awareness campaign.

This interesting new series of public service spots gives the facts on whiplash and back injury, destroying the myths and making people more aware. It tells how they can avoid one of the most painful and debilitating type of injuries known to man.

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Please send me copies of
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☐ **Television** (one 60 sec. & one 30 sec.)
___Filmed Spots
___¾" Videocassette
☐ **Radio** (Six 60 sec. & six 30 sec. taped spots)
I understand the spots will be sent without cost or obligation.
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Station ____________
Street Address ____________
City________ State____ Zip ______

RIDING GAIN

The week's worth of news and comment about radio

Top 10 stats. The top 10 markets accounted for 39% of radio's national spot activity in 1984, according to Radio Expenditure Reports, Larchmont, N.Y., which confidentially collects financial information each month from leading rep companies. All the top 10 markets were up in 1984 over the previous year with Dallas leading the way, posting a 24.9% gain in rep-placed business. Rounding out the top 10 are: Washington, up 21.6%; Houston, up 20.2%; Philadelphia, up 18.8%; Detroit, up 17.1%; San Francisco, up 13.7%; Boston, up 13.3%; Los Angeles, up 11.4%; New York, up 9.2%, and Chicago, up 6.7%. Highlighted below is 1984 national spot activity broken down by four market-size categories along with comparisons with 1983.

Market size	**1984**	**1983**	**% change**
1-10	$320,007,300	$278,913,200	+14.7%
11-25	$175,703,400	$152,616,700	+15.1%
26-50	$120,080,300	$104,750,600	+14.6%
51 +	$202,218,200	$173,248,800	+16.7%
Total	$818,009,200	$709,529,300	+15.3%

Opening day

NBC Radio was scheduled to officially inaugurate its new, state-of-the art, computerized news facility at 1700 Broadway, New York, last Saturday (Feb. 23) with the airing of its 11:54 p.m. (NYT) NBC Radio Network newscast.

The new radio center, which encompasses 16,000 square feet, houses five news studios and four editing studios, according to Craig Simon, director of operations and engineering for the NBC Radio Networks. And there are 21 Basys terminals in place for the news staff, he said. (NBC Radio news staff as well as field correspondents started working with computers on a trial basis during the 1984 political conventions).

Besides the NBC Radio Network, the new location will also serve as headquarters for NBC's other radio network operations and broadcasts: The Source, NBC's young adult network, and Talknet, NBC's self-help, nighttime talk network, as well as for NBC's new programing unit, NBC Radio Entertainment. (Talknet is scheduled to move from former NBC Radio headquarters at 30 Rockefeller Plaza in about three months).

In another development, affiliates of the NBC Radio Network and The Source who also subscribe to Associated Press's Newspower 1200 service, will be able to receive daily computerized news advisories over the AP wire direct from NBC Radio headquarters, said Jim Farley, vice president, NBC Radio News. NBC Radio Network affiliates will receive these updates at least 11 times each day while Source stations will get them seven times daily, said Farley.

Dramatic developments

Radio drama programing is gaining an increasing share of the evening schedules of several major-market AM stations, reports Charles Michelson Inc., which syndicates vintage half-hour dramas to about 40 stations nationwide. Charles Michelson, president of the Beverly Hills, Calif.-based company, notes that CBS-owned KNX(AM) Los Angeles expanded its one-hour (9-10 p.m. PST), weeknight drama block to seven nights last month, while NBC-owned KNBR(AM) San Francisco increased its Sunday evening block to four hours. Stations airing a single half-hour series at 8 p.m. (local time) weeknights include WCAU(AM) Philadelphia, KSDO(AM) San Diego and WRCQ(AM) New Britain-Hartford, Conn. WCCO(AM) Minneapolis has added *Gunsmoke* to a five-day-a-week drama slate. Other series being distributed include *Dragnet, The Third Man, The Six Shooter, Theater Royale* and *Red Ryder*.

Michelson said in a BROADCASTING interview that a new Los Angeles-area AM station will serve as the flagship for a proposed satellite-delivered radio drama network. "It's on hold for the moment because of problems getting land for the antenna," he explained. "It's a station that has been discontinued. They don't have their new call letters yet." Michelson says the station could go on the air by May, and will include a cooking series, re-makes of daytime soap operas (including *Backstage Wife, The Goldbergs* and *Vic and Sade*), and Henny Youngman comedy breaks between programs. He declined to name the investors in the project, but said the network's programing would be sold to affiliates on a cash basis.

Charles Michelson Inc. is negotiating with B. Dalton Booksellers for licensing of some of the firm's dramas for cassette sales in retail outlets. A similar deal was implemented last fall with Waldenbooks, which included bartered advertising on several Michelson-distributed dramas.

Tough times

The Georgia Network, which operated for 12½ years as a full-service statewide news network, discontinued its news, sports and features last month after filing for reorganization under chapter 11 bankruptcy laws in April 1984 ("Riding Gain," April 16, 1984). But GN President Don Kennedy said he's still running a farm network, offering eight, four-and-a-half minute reports each weekday to 36 stations.

With the Georgia Network's demise, Meredith Broadcasting's Georgia Radio News Service is now the largest state radio network in the country, according GRNS vice president and general manager John Lauer. Forty former GN stations have signed with GRNS giving the Meredith network 140 commercial affiliates and five noncommercial, said Lauer.

The Georgia Radio News Service, which was launched by originating station WGST(AM) Atlanta nearly five years ago, currently offers affiliates hourly state newscasts along with customized regional weather forecasts, sportscasts and agricultural and feature programs, including the nationally syndicated and network-originated *Richard Warner's Moneyline*. GRNS also handles regional distribution of Atlanta Braves baseball, Atlanta Falcons football, and the football and basketball games of the University of Georgia and Georgia Tech, said Lauer, who serves as vice president and general manager of WGST(AM) in addition to overseeing GRNS.

Stat additions

Statistical Research Inc., Westfield, N.J., which measures network radio's audience through its RADAR service, will add several long-form programs to its summer 1985 (RADAR 31) survey. The additions, thus far, are: Mutual's *Dick Clark's National Music Survey* and *Lee Arnold On a Country Road* and RKO Radio Networks' *Countdown America* and *Solid Gold Saturday Night*. Shows currently measured by RADAR 30 are Mutual's *Larry King Show*, National Black Network's *Night Talk* and NBC's Talknet programs.

New home

Westwood One, the Culver City, Calif.-based radio program producer and distributor, is expanding its headquarters by 14,000 square feet, according to Arthur Levine, executive vice president and chief financial officer. The divisions set to move to the new offices next month are station sales, traffic, mobile recording, finance, billing, data processing and shipping and receiving. "Westwood One's production and management staffs will remain at company headquarters, where production facilities will be expanded to include additional facilities," said Levine. The additional space, which also houses a sound stage, cost over $1.5 million to purchase and renovate. It is locat-

CBS back in first in weekly ratings

Supported by its regular programing and getting an additional lift with the second part of the mini-series, ***The Atlanta Child Murders***, CBS glided to a two-rating-point victory over the nearest competitor for the week ended Feb. 27. But it was not a banner week for any of the networks: HUT levels slipped for the first time in seven weeks below year-ago levels, and combined network ratings were at their lowest level in six weeks.

According to Nielsen, CBS averaged an 18.2 rating and 28 share for the 21st week of the prime time season (Feb. 10-17), compared to a 16.2/25 for NBC and a 15.3/24 for ABC.

CBS won five nights: Monday, Tuesday, Friday, Saturday and Sunday. NBC won Thursday, ABC Wednesday. CBS had five of the top 10 shows; NBC had three and ABC two.

The combined network rating/share was 49.7/77, down 8% in combined ratings from the comparable week a year ago. HUT levels averaged a 64.9, down 1% from the comparable week last year (week ended Feb. 19, 1984).

For the third consecutive week, NBC's ***The Cosby Show*** was the top-ranked show. Other top 10 programs that were not regular series included the first part of ABC's mini-series, ***Hollywood Wives***, which achieved a 22/33 and ranked seventh, and the second part of CBS's mini-series, ***The Atlanta Child Murders***, which averaged a 20.9/31 and ranked 10th—a higher ranking but lower rating than its first part.

One thing the second part of ***The Atlanta Child Murders*** did for CBS was to give it a rare Tuesday win. On all but three occasions this season, NBC has won Tuesday with its regular lineup of ***The A Team***, ***Riptide*** and ***Remington Steele***. (One occasion was election night, Nov. 6, when CBS won; another was the following week, Nov. 13, when CBS scheduled the second part of its mini-series, ***Ellis Island***).

Sweeps-oriented TV movies fell outside the top 20-ranked shows. CBS's ***Kojak: The Belarus File*** drew a 18.5/31 and ranked 23d; NBC's ***Two Fathers' Justice*** pulled a 17.9/27 and ranked 27th; NBC's ***Hitler's S.S: Portrait of Evil*** averaged a 15.8/24 and ranked 39th; ABC's ***Obsessed With a Married Woman*** (scheduled directly opposite ***Two Fathers' Justice***) drew a 14.5/22 and ranked 46th. And ABC's ***Challenge of a Lifetime*** scored an 8.7/13 and ranked 64 out of 67 programs.

The network premiere of the theatrical "The World According to Garp" on CBS pulled a 12.2/19 and ranked 57th.

Midseason replacements generally performed poorly, with the only clear exception being CBS's ***Crazy Like a Fox*** (17.6/25, 29th). The third episode of NBC's ***Sara*** averaged a 14.2/21, off two rating points from its previous broadcasts.

The fifth episode of ABC's ***MacGruder & Loud*** had its lowest performance to date—13.8/20—although still better than the average 11 and 10 ratings achieved by that time period's (Tuesday, 9-10 NYT) predecessors, ***Paper Dolls*** and ***Glitter***.

NBC's ***Code Name: Foxfire***, in the Friday 8-9 slot, averaged a 13.1/21 on its third outing. The show's rating is off 36% from its two-hour movie premiere last month and 14% below the previous week's broadcast. ***V*** averaged a 13.3/21 in that time period before being moved back to the 9-10 slot on Feb. 1.

Other midseason replacements that filled out the bottom 10 included ABC's ***Streethawk***, CBS's ***Otherworld*** and NBC's ***Berrenger's***. ***Berrenger's***, for the third time out of eight broadcasts, was the bottom-ranked show, averaging a 7.5/13, its lowest rating yet.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	26.6/40
2.	Dallas	CBS	26.0/38
3.	Family Ties	NBC	24.5/36
4.	60 Minutes	CBS	23.5/37
5.	Dynasty	ABC	23.4/34
6.	Simon & Simon	CBS	22.8/34
7.	Hollywood Wives, part 1	ABC	22.8/33
8.	Kate & Allie	CBS	21.8/31
9.	Cheers	NBC	21.3/32
10.	Atlanta Child Murders, part 2	CBS	20.9/31
11.	Knots Landing	CBS	20.7/35
12.	A Team	NBC	20.7/29
13.	Murder, She Wrote	CBS	20.5/30
14.	Newhart	CBS	19.9/29
15.	Magnum, P.I.	CBS	19.8/29
16.	Webster	ABC	19.7/31
17.	Falcon Crest	CBS	19.4/33
18.	Night Court	NBC	19.3/29
19.	Hotel	ABC	18.8/31
20.	Fall Guy	ABC	18.8/28
21.	Scarecrow & Mrs. King	CBS	18.7/27
22.	Life's Embarrassing Moments	ABC	18.7/27
23.	Kojak: The Belarus File	CBS	18.5/31
24.	TV Bloopers & Prac. Jokes	NBC	18.3/26
25.	Diff'rent Strokes	NBC	18.2/31
26.	Hill Street Blues	NBC	18.1/30
27.	Two Fathers' Justice	NBC	17.9/27
28.	Riptide	NBC	17.9/26
29.	Crazy Like a Fox	CBS	17.6/25
30.	Remington Steele	NBC	17.5/26
31.	Benson	ABC	17.4/26
32.	Facts of Life	NBC	17.2/25
33.	Who's the Boss	ABC	16.8/24
34.	Cagney & Lacey	CBS	16.7/27
35.	Three's A Crowd	ABC	16.4/23
36.	Chipmunk Special	ABC	16.2/24
37.	T.J. Hooker	ABC	16.1/27
38.	Trapper John, M.D.	CBS	16.0/26
39.	Hitler's SS	NBC	15.8/24
40.	Love Boat	ABC	15.6/25
41.	Hardcastle & McCormick	ABC	15.4/22
42.	Gimme a Break	NBC	15.0/24
43.	Miami Vice	NBC	14.9/25
44.	Double Trouble	NBC	14.7/25
45.	Smurfs Special	NBC	14.6/22
46.	Obsessed w/a Married Woman	ABC	14.5/22
47.	St. Elsewhere	NBC	14.4/24
48.	Sara	NBC	14.2/21
49.	Finder of Lost Loves	ABC	14.0/24
50.	MacGruder & Loud	ABC	13.8/20
51.	Anne Murray Special	CBS	13.6/22
52.	V	NBC	13.4/21
53.	Charles in Charge	CBS	13.2/20
54.	Code Name: Foxfire	NBC	13.1/21
55.	20/20	ABC	12.5/21
56.	It's Your Move	NBC	12.2/20
57.	The World According to Garp	CBS	12.2/19
58.	Ripley's Believe It Or Not	ABC	12.0/19
59.	Matt Houston	ABC	11.7/20
60.	Street Hawk	ABC	11.5/18
61.	Punky Brewster	NBC	11.4/17
62.	Golf, 7-7:12 p.m.	NBC	9.3/16
63.	Otherworld	CBS	9.1/15
64.	Challenge of a Lifetime	ABC	8.7/13
65.	Silver Spoons	NBC	8.3/13
66.	Call to Glory	ABC	8.3/13
67.	Berrenger's	NBC	7.5/13

*indicates premiere episode

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for NBC.

The Disney Channel, meanwhile, has ordered 13 additional episodes of *Still the Beaver* from Universal Pay Television. The original pay cable series began airing on the service last November.

Civil War epic

ABC-TV announced it has begun the production of *North and South*, a 10-hour network mini-series to air during the 1985-86 season. The program, from David L. Wolper Productions and Warner Brothers Television, chronicles 20 years in the lives of two families before and during the Civil War. The five-month shooting schedule is set for locations in southern California, South Carolina, Louisiana, Mississippi and Arkansas.

TV's

Accepted

■ KSBW-TV (ch. 8) Salinas, Calif.—Seeks CP to use former main ant. as aux. ant. App. Feb. 15.

■ WQQB (ch. 40) Bowling Green, Ky.—Seeks MP to change ERP to vis. 636.5 kw, aur. 63.65; change TL; change HAAT to 564.36 ft., and make changes in ant. sys. App. Feb. 15.

■ KXLT (ch. 47) Rochester, Minn.—Seeks MP to extend completion date of original CP. App. Feb. 15.

Actions

AM's

■ KCGS (1600 khz) Marshall, Ark.—Granted app. to change freq. to 960 khz; reduce power to 2.5 kw, and increase tower height. Action Feb. 6.

■ WAOK (1380 khz) Atlanta—Granted app. to make changes in ant. sys. Action Feb. 11.

■ KLER (1300 khz) Orofino, Idaho—Granted app. to increase daytime power to 5 kw. Action Feb. 5.

■ WDGS (1290 khz) New Albany, Ind.—Granted app. to make changes in ant. sys. Action Jan. 24.

■ KXLQ (1490 khz) Indianola, Iowa—Granted app. to increase night power to 500 w. Action Feb. 5.

■ WSMJ (800 khz) Cave City, Ky.—Granted app. to increase power to 500 w and change to non-DA. Action Feb. 5.

■ KTIB (630 khz) Thibodaux, La.—Granted app. to transmit by remote control. Action Feb. 6.

■ KSRN (1590 khz) Sun Valley, Nev.—Granted app. to change SL to 5011 Meadwood Way, Reno. Action Feb. 12.

■ WDNY (1600 khz) Dansville, N.Y.—Granted app. to increase night power to 1 kw. Action Feb. 5.

■ WELM (1410 khz) Elmira, N.Y.—Granted app. to increase night power to 1 kw. Action Feb. 5.

■ WOUB (1340 khz) Athens, Ohio—Granted app. to increase night power to 1 kw. Action Feb. 5.

■ WTIG (990 khz) Massillon, Ohio—Granted app. to transmit by remote control. Action Feb. 13.

■ KOKC (1490 khz) Guthrie, Okla.—Granted app. to change night power to 500 w. Action Feb. 5.

■ WMSW (1120 khz) Hatillo, P.R.—Granted app. to increase day and night power to 5 kw and change to DA-N. Action Feb. 9.

■ WCLE (1570 khz) Cleveland, Tenn.—Granted app. to increase power to 5 kw. Action Feb. 5.

■ WLAC (1510 khz) Nashville—Dismissed app. to change SL to Berry Hill, Tenn. Action Feb. 8.

■ KIJN (1060 khz) Farewell, Tex.—Granted app. to add night service with 250 w; increase day power to 5 kw; install DA-2, and make changes in ant. sys. Action Feb. 12.

FM's

■ KSCC (107.1 mhz) Berryville, Ark.—Granted app. to change TL; change ERP to 1.1 kw, and change HAAT to 537.92 ft. Action Feb. 6.

■ KIQQ (100.3 mhz) Los Angeles—Granted app. to change ERP to 5.6 kw; change HAAT to 2,829 ft., and make changes in ant. sys. Action Feb. 7.

■ KPLM (106.1 mhz) Palm Springs, Calif.—Granted app. to change HAAT to 392 ft. Action Feb. 4.

■ KZFR (103.1 mhz) South Lake Tahoe, Calif.—Granted app. to change ERP to 3.01 kw. Action Feb. 1.

■ WLYQ (95.9 mhz) Norwalk, Conn.—Granted app. to change HAAT to 300 ft. Action Feb. 7.

■ WKAE (104.9 mhz) High Springs, Fla.—Granted app. to change ERP to 1.7 kw and change HAAT to 450 ft. Action Feb. 6.

■ WINZ-FM (94.9 mhz) Miami—Granted app. to make changes in ant. sys. Action Jan. 28.

■ WLYF (101.5 mhz) Miami—Granted app. to operate formerly authorized facilities as aux. Action Feb. 7.

■ WTMI (93.1 mhz) Miami—Granted app. to make changes in ant. sys. Action Jan. 29.

■ WLVE (93.9 mhz) Miami Beach—Granted app. to change ERP to 95.5 kw; change HAAT to 1,006 ft., and make changes in ant. sys. Action Jan. 30.

■ *WBCX (89.1 mhz) Gainesville, Ga.—Granted app. to change ERP to 835 kw and change HAAT to 544 ft. Action Jan. 31.

■ KPKY (94.9 mhz) Pocatello, Idaho—Granted app. to change ERP to 100 kw. Action Feb. 7.

■ WBYG (99.9 mhz) Kankakee, Ill.—Granted app. to make changes in ant. sys. Action Jan. 31.

■ WOVR-FM (103.1 mhz) Versailles, Ind.—Granted app. to change TL. Action Feb. 1.

■ WBKR (92.5 mhz) Owensboro, Ky.—Granted app. to change ERP to 100 kw. Action Jan. 31.

■ KHLA (99.5 mhz) Lake Charles, La.—Granted app. to change ERP to 100 kw. Action Feb. 5.

■ WCLZ (98.9 mhz) Brunswick, Me.—Granted app. to change ERP to 50 kw. Action Feb. 6.

■ KATM (95.3 mhz) Hardin, Mont.—Granted app. to change TL. Action Feb. 7.

■ KUEZ (102.5 mhz) Missoula, Mont.—Granted app. to change TL and change HAAT to 720.616 ft. Action Feb. 4.

■ KWNZ (97.3 mhz) Carson City, Nev.—Granted app. to change TL; change ERP to 87.1 kw, and change HAAT to 2,112 ft. Action Feb. 7.

■ *WBAU (90.3 mhz) Garden City, N.Y.—Granted app. to change ERP to 1.1 kw and change HAAT to 157 ft. Action Feb. 6.

■ WSTS (96.5 mhz) Laurinburg, N.C.—Granted app. to change ERP to 100 kw; change HAAT to 615 ft., and make changes in ant. sys. Action Feb. 5.

■ WQDR (94.7 mhz) Raleigh, N.C.—Granted app. to change ERP to 100 kw; change HAAT to 1,129.632 ft., and make changes in ant. sys. Action Feb. 5.

■ WRRM (98.5 mhz) Cincinnati—Granted app. to change ERP to 17.69 kw. Action Feb. 1.

■ KJSN (92.5 mhz) Klamath Falls, Ore.—Granted app. to change TL; change HAAT to 2,188 ft., and change ERP to 30 kw. Action Feb. 4.

■ KIWW (96.1 mhz) Harlingen, Tex.—Granted app. to install new transmission sys. Action Feb. 5.

■ KIXY-FM (94.7 mhz) San Angelo, Tex.—Granted app. to change HAAT to 110 ft. Action Feb. 7.

■ WPKX-FM (105.9 mhz) Woodbridge, Va.—Granted app. to change TL; change ERP to 17.6 kw, and change HAAT to 671 ft. Action Feb. 4.

■ KGDN (95.9 mhz) Ephrata, Wash.—Granted app. to change ERP to 1.5 kw and change HAAT to 459.2 ft. Action Feb. 5.

■ KICN (98.9 mhz) Spokane, Wash.—Granted app. to change TL; change ERP to 94.2 kw; change HAAT to 1,614 ft., and make changes in ant. sys. Action Feb. 4.

■ WELK (95.3 mhz) Elkins, W.Va.—Granted app. to change TL; change ERP to 328 kw, and make changes in ant. sys. Action Feb. 5.

■ WKTT (103.1 mhz) Cleveland, Wis.—Granted app. to change HAAT to 328 ft. and increase tower height by 28 ft. Action Feb. 4.

TV's

■ WLEX-TV (ch. 18) Lexington, Ky.—Granted app. to change transmitter. Action Feb. 7.

■ WSQY-TV (ch. 66) Forest City, N.C.—Granted app. to change ERP to vis. 1,919 kw, aur. 192 kw; change HAAT to 1,967 ft.; change ant., and change transmitter. Action Feb. 5.

Summary of broadcasting
as of December 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,716	418	4,134
Educational FM	1,172	173	1,345
Total Radio	9,642	761	10,403
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	365	252	617
Educational VHF TV	114	2	116
Educational UHF TV	176	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	[illegible]	12,391
Aural STL & intercity relay	2,836	[illegible]	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
	New AM
WKZE	Chartcom Inc., Sharon, Conn.
	New FM's
WGLV	Micanopy Broadcasting Co., Micanopy, Fla.
KLBN	Emanuel W. Skala, Albion, Neb.
	Existing AM's
WMKS	WQXM Quality Broadcasting Inc., Gordon, Ga.
WKKO	WSBL Sanford Broadcasting Co., Sanford, N.C.
	Existing FM's
KPIG	KUBB The McLain Broadcasting Group, Mariposa, Calif.
WMXJ	WCKO Sconnix Broadcasting Co., Pompano Beach, Fla.
WDBX-FM	WTVL-FM Kennebec Broadcasting Co., Waterville, Me.
WKSW	WCOM-FM Champaign Communications Inc., Urbana, Ohio

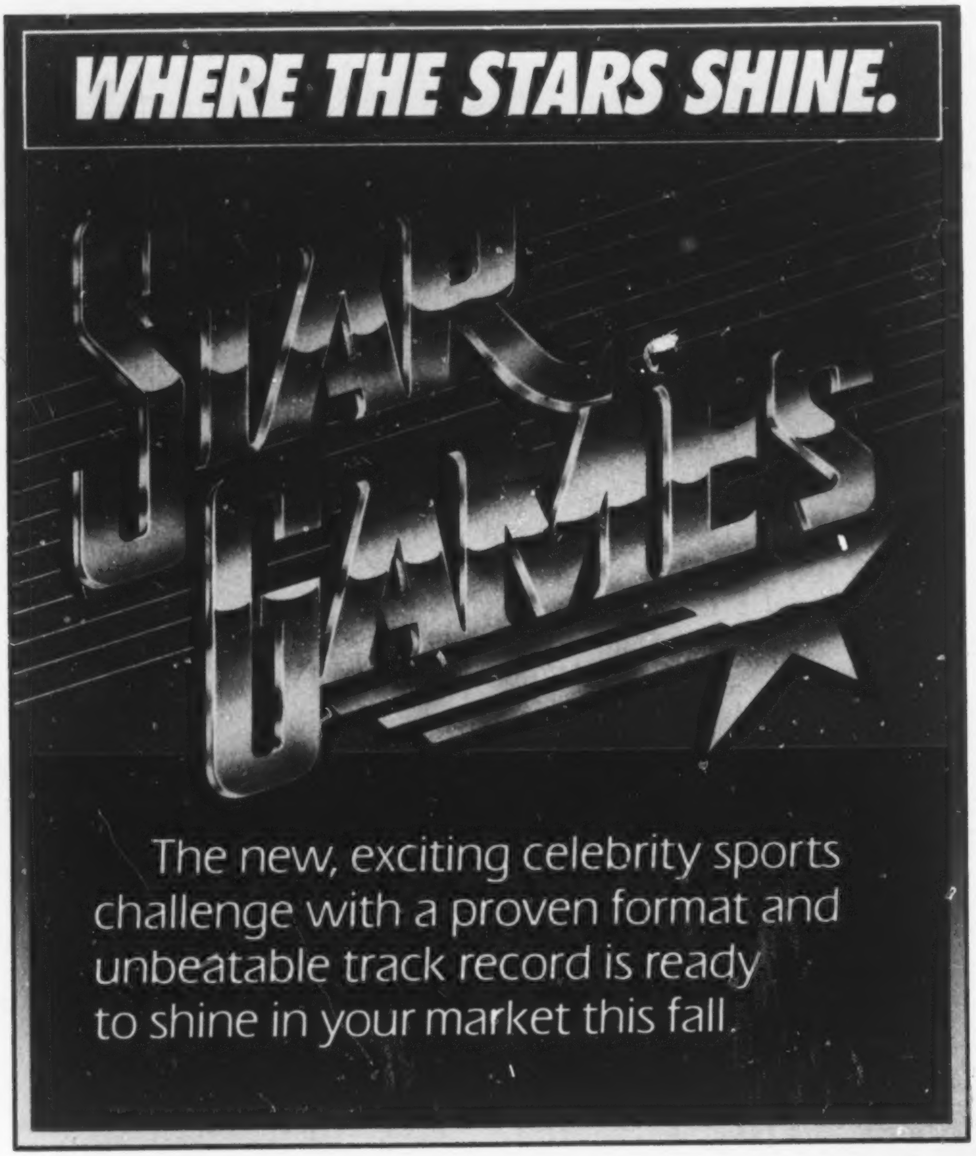
Grants

Call	Assigned to
	New AM
WQTX	Haynes Broadcasting Inc., Fort Deposit, Ala.
	New FM
WBNJ	Canruss Inc., Cape May Court House, N.J.
	New TV's
KRBJ	Ponce-Nicasio Broadcasting, Sacramento, Calif.
*KNXT	Diocese of Fresno Education Corp., Visalia, Calif.
WWKI-TV	B.G.S. Broadcasting Inc., Kokomo, Ind.
WZZV	Wyatt-Clark Broadcasting, Magee, Miss.
KRPV	Prime Time Video Inc., Roswell, N.M.
	Existing AM's
KGNG	KGHM Dwight Carver, Brookfield, Mo.
KPLY	KORY Jonsson Communications Corp., Sparks, Nev.
WMRS	WKZU WLNH Radio Inc., Laconia, N.H.
WGLD	WCOG Adelphi Broadcasting Co., Greensboro, N.C.
KITZ	KPMA Positive Broadcasting Inc., debtor-in-possession, Tacoma, Wash.

C1750-1

The Fifth Estate

Broadcasting ⚡ Mar 4



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Vol. 108 No. 9

Broadcasting ■ Mar 4

CBS becomes takeover target
1985 baseball rights hit $278 million
Television sweep results

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PTA MEETING ☐ NAB's Fritts and SMART's Jacobson spar over beer-wine advertising ban before PTA. **PAGE 37.**

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MARKET NUMBERS ☐ CBS wins February sweeps while NBC takes key demographics, plus a market-by-market breakdown of the major markets, according to Arbitron and Nielsen. **PAGE 39.**

BASEBALL 1985 ☐ Rights figures for broadcasters and cablecasters for Major League Baseball up slightly to $278 million this year. Demise of several pay cable sports networks causing teams to find out land of pay is not gold mine. **PAGE 43.**

BANKING ON IT ☐ With the increasing complexity of cable system and station sales, and the escalating dollar amounts involved, investment bankers have become more prominent players on the media scene. **PAGE 68.**

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WASHINGTON SIGNING ☐ District Cablevision signs Washington franchise agreement. **PAGE 84.**

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GRASS ROOTS ☐ State broadcasters and association officials descend on Washington for annual legislative conference. **PAGE 88.**

PATRON OF THE ARTS ☐ Nickolas Davatzes has the Arts & Entertainment Network on track for what he predicts will be a profitable future. **PAGE 111.**

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Special Report

BASEBALL
1985

1985 baseball rights hit $278 million

Station and network payments up over last year; regional pay cable networks not doing as well as hoped

Major league baseball broadcast and cable rights payments will rise slightly in 1985—by about 3.7%—to $278 million, compared to last year's $268 million. ABC and NBC are both entering the second year of six-year pacts worth a total of $1.2 billion, and this year's payments under those agreements, about $155 million (with ABC paying about $80 million and NBC paying about $75 million), account for more than half (about 56%) of this year's rights total. Local broadcast and cable rights in baseball markets will increase by almost 11% this year, with the total reaching almost $117 million, compared to about $105 million last year. More than half of the 26 teams this year renegotiated part or all of their rights packages (see team capsules, starting on page 48).

But perhaps the major story this year is that many teams around the big leagues have come to the sober realization that the cable medium will not deliver the lucrative revenue stream once hoped for. Cable subscribers and cable system operators are staying away in droves from the regional pay sports services. Two regional sports channels that launched a year ago have already folded—Pittsburgh's Home Sports Entertainment and Milwaukee's Sportsvue. In addition, Sports Time, the St. Louis-based, multi-region sports channel, was compelled to switch to a sort of hybrid pay and basic service (pay within the ADI's of the baseball markets served, with an option to cable systems outside the ADI's to offer Sports Time as a basic service), due to a lack of subscriber and operator support. And as a result of that conversion, Sports Time will more than likely lose one of the three primary teams it offered last year—the Cincinnati Reds.

The smaller the market, the greater the disillusionment about the viability of all-sports cable channels, although few would argue that at least a couple of the sports channels in the larger markets are thriving and will continue to do so. Sportschannel in New York is the one most refer to when asked to name a successful pay sports service. And the reason seems to be that it has access to a multiplicity of professional sports teams that can provide programing year round, and thus sustain viewer interest.

But in the smaller markets, contended the Reds director of broadcasting, Jim Winters, where there are only one or two professional sports teams to provide programing, subscriber interest in a pay sports channel is low to begin with, and the problem is further exacerbated by high churn rates, which in turn discourage the system operators. "I don't think there is any question that baseball and cable systems are disillusioned" with regional sports channels, Winters said last week. "We've both had to recognize the fact that projections for [regional sports channels] have fallen far below expectations." Baseball executives in the larger markets also say that's true, but note their teams still have faith in cable for the long term. "Ten years ago everyone thought cable would be a goldmine that would grow by leaps and bounds," said Mike Ryan, manager of broadcasting for the New York Mets. "That hasn't happened." He was quick to add, however, that Sportschannel's growth over the last several years has been "slow but steady" and that the channel's success is largely attributable to the many professional sports teams in the market to tap for programing, including two baseball teams, three hockey teams, two basketball teams and a soccer team. "Sportschannel is different in that regard," said Ryan, adding, "I think that is one of the key reasons they have been successful." By contrast, in the Cincinnati market, the Reds are the only professional team a sports channel can use. (Pro football's Bengals, in the same market, are guided by the National Football League contract with the three broadcast networks, which precludes cable coverage for at least the next two years.) While there is some available college product in the market, noted Winters, "the University of Cincinnati and Xavier won't have people knocking down the doors," to sign up for a pay-sports service.

Winters said that part of Sports Time's problem is that subscribers who have signed on, have done so only at the expense of another pay service. "The majority of the people won't just add on a sports channel to their cable package," he said. "They want to cancel this or that" pay service to make room for pay sports."That's the detriment of regional pay [sports]. You're just taking dollars out of one pocket and putting them into another."

And the solution that Sports Time has come up with will probably cost it the Reds baseball package, which last year consisted of 38 home and away games. (Last year the service also carried 52 games of the Kansas City Royals and St. Louis Cardinals, as well as 25 games of the Chicago White Sox and Cleveland Indians. For the 1985 season, the service has so far only sealed renewals with the Royals and Cardinals.) That solution, designed to persuade more operators to make room for the service on their systems, is to offer cable systems outside the Kansas City, St. Louis and Cincinnati markets the option of carrying it as a basic service. But team representatives almost unanimously expressed their concern that a regional basic service—like superstation game coverage—would keep more viewers at home, away from the gate. The problem is acute for a smaller-market team like Cincinnati, Winters explains, which

Solving the superstation problem

When Peter Ueberroth stepped in as commissioner of Major League Baseball last fall, high on his agenda was putting an end to the internecine bickering between the majority of teams that are not carried on cable superstations and the minority that are.

After several months of negotiations with the five superstation teams, Ueberroth has made large strides in resolving the problem. Three of them—the New York Yankees, the Atlanta Braves and the Texas Rangers—have agreed to compensate the other teams for Yankees, Braves and Rangers games that are brought into their markets. And the commissioner's office is optimistic it can work out similar arrangements with the other two teams—the New York Mets and the Chicago Cubs—by the start of the season next month.

The so-called superstation problem comes down to a turf fight. The 21 nonsuperstation teams have long objected to the importation of hundreds of televised games of other teams into their markets by superstations. They contend the flood of games depresses attendance and local broadcasting revenues. And some teams also claim it hurts regional pay cable services which they have been counting on as important new sources of revenue.

Some teams have a different kind of gripe. They say they should share in the added revenue that they believe the owners of the superstation teams receive as a result of the national exposure just as they do the revenue from the network television deals.

To pacify the complaining teams, the Braves, Yankees and Rangers have agreed to make annual payments to MLB's central fund, based on the number of cable homes their games reach via superstations outside their markets. Once collected, the money from the superstations teams will be divvied up among all 26 teams.

Ted Turner's Atlanta Braves, the most pervasive of the superstation teams, was baseball's biggest problem. Most of their games on superstation WTBS(TV) Atlanta, also owned by Turner, are distributed nationally by Southern Satellite Systems to some 32.3 million cable homes outside the Braves market. Turner has aggressively promoted the station and the games nationally for years, while resisting attempts by MLB to limit the number of games carried by the superstation.

Apparently tired of battling baseball's front office, Turner agreed in January to pay the central fund around $30 million over the next five years, starting with a $5.4-million payment in 1985. For its part, MLB has agreed to quit trying to force the Braves off the superstation through various legislative and legal efforts.

Not much has been made public about the Yankees' and the Rangers' deals, but, because of their small national cable audiences, neither will generate anywhere near as much revenue for the league as the Braves. The Yankees on superstation WPIX(TV) New York are distributed nationally by United Video and regionally by Eastern Microwave to some two million cable homes, but how many of those homes are outside the Yankees market and should be included in calculating payments is uncertain. The Rangers on superstation KTVT(TV) Fort Worth are distributed nationally by United Video to around 191,000 cable homes, but, according to United Video, only a relative handful—subscribers to a cable system in Montana and SMATV system in upstate New York—are outside the Rangers' five-state market.

The Cubs and the Mets have been the holdouts. The Cubs are distributed by United Video on superstation WGN-TV Chicago to 14.9 million homes outside the Cubs' market. Although the Cubs and the station are owned by Tribune Broadcasting, Tribune feels it should not have to pay on the same basis as Ted Turner. Unlike Turner, Tribune contends, it doesn't promote WGN-TV nationally or sell any of its advertising time based on the national audience and thus does not benefit from the Cubs' national exposure. The Mets are distributed by Eastern Microwave on WOR-TV New York.

Even if all the superstation teams agree to the compensation plan and begin making regular payments to the league's central fund for all to share, not all the teams will be satisfied. For some, the only solution to the problem is a total ban of the importation of games from other market.

draws a large crowd from cities as far away as Columbus and Dayton in Ohio; Indianapolis; Louisville and Lexington, both Kentucky; Charleston and Huntington, both West Virginia, and Knoxville, Tenn. Putting Reds baseball on a basic service in those markets, said Winters, would have a "devastating affect on our attendance." He said it was "doubtful" there would be Reds baseball on Sports Time this year.

A spokesman for Sports Time said the renewed deal with the Cardinals, owned by Anheuser-Busch, which has a one-third interest in Sports Time along with Tele-Communications Inc. and Multimedia Inc., calls for carriage of 50 home games and 10 away games. The new Royals package consists of 26 home and 26 away games. The spokesman said talks are continuing in the attempt to keep the Reds in the fold, and that only after the situation with that team is settled will it try to iron out agreements with the White Sox and Indians. Since converting to a pay-basic hybrid last Oct. 1, the service has signed on 130 basic affiliates with a basic subscriber universe of about one million. Pay subscribers have declined, however, from a high of about 45,000 last summer to about 37,000 currently.

Insuffucient subscriber penetration was cited by executives at Sportsvue, the regional pay sports network owned by the Milwaukee Brewers and Bucks (basketball) which closed up shop early last month. Bill Haig, vice president, broadcast operations for the Brewers, cited sports program saturation on basic cable and the resulting reluctance of subscribers to pay for additional sports fare as perhaps the biggest obstacle to the success of pay sports channels in many markets. When subscribers are reluctant to buy a pay service, Haig noted, operators are reluctant to make room for it on their systems, a problem he said confronted Sportsvue. In addition to ESPN and USA Network, there are the superstations, which he describes as compounding the problem. Despite the failure of Sportsvue, Haig still sees cable as "extremely important. You need it as a revenue stream." He said the team is exploring other cable options for the coming season and hopes to have a deal in place by opening day.

Pittsburgh's HSE also went down in less than one year, but the Pirates' Jack Schrom expects to explore other options after the team, which has been put on the block by current owners Warner Communications and the Galbraith family, has been sold. He said it is unlikely the team would put its own venture together, believing that perhaps it's "best left to the people who best know how to do it." It's possible, he said, the team may approach TCI, which owns the Pittsburgh cable system, about producing some Pirates games for cable.

Bringing 'em back by satellite

IDB Communications, Los Angeles, is planning to launch the "Sports Satellite Interconnect," a new satellite delivery system designed to transmit radio broadcasts of away sporting events back to the home city ("Riding Gain," Feb. 18). Its initial use will be to "backhaul" transmissions of Major League Baseball games during the 1985 season.

The company is installing transmit/receive dishes in the 22 professional baseball cities. In the majority of cases, the dishes will be installed at the originating station.

Cost for the new IDB system, which is scheduled to be fully operational by April 1, runs slightly higher for National League games because the company is also providing the visitors' radio announcing booth with two business phones along with a "dry pair" of phone lines to the dugout for interviews and the Sportsticker wire service. All those services are provided in the American League by the home teams. Backhauling for the National League team rights holder will run $500 per game for all 81 away contests. The American League cost is $465 per game. All transmissions will be sent via Westar III, transponder 2.

IDB Communications President Jeff Sudikoff reports that 18 of the 26 Major League Baseball team rights holders have signed up for the satellite delivery system.

Baseball's back on network radio

For the first time in nearly 30 years, Major League Baseball is returning to the network radio airwaves on a weekly basis. The CBS Radio Network's new $32-million, five-year deal, which goes into effect this season, contains a game-of-the-week package calling for two games (one day and one night) to be aired nationally on Saturdays during the regular season ("Riding Gain," Nov. 19, 1984). The 1985 broadcast schedule will extend over 20 weeks beginning May 25. The network may also carry some crucial weekday contests toward the end of the season, said Dick Brescia, senior vice president, CBS Radio Networks. The game of the week is part of CBS' overall baseball package that includes the annual All-Star game, league championship contests and the World Series.

"It's amazing how quickly our advertisers have accepted the game of the week," said Steve Youlios, director of sales, CBS Radio Networks. "We have attracted some new advertisers to CBS Radio sports as well as some youth-oriented summer advertisers," he said.

Besides the entire CBS Radio baseball package, Youlios said advertisers can choose just the summer package (game of the week and All-Star game) or the fall series (league championships and World Series). Among the major advertisers who purchased the whole schedule are: Big A Auto Parts Stores, Anheuser-Busch, Honda and Safeco Insurance. Advertisers for the summer package include Jaymer-Ruby's Sansabelt stretch pants, which, says Youlios, bought the 80-second spot in the "seventh inning stretch."

Other teams have the same attitude, some after trying to go it alone or with other sports teams in their market as the Chicago White Sox did four years ago in a venture called Sportsvision. In 1983, however, the service was sold to Sportschannel. "Diminishing expectations" is how the White Sox's Laureen Fadil characterized the team's view of cable now. "The picture is not rosy," she said. "We're sitting back to see what happens. Nobody is making any money."

League officials aren't writing off cable yet. "I don't think baseball is disenchanted with cable," said Bryan Burns, director of broadcasting for Major League Baseball. "I think the consumer is telling us something. They sure aren't buying as we had hoped. I think they are telling us there is too much baseball out there. Perhaps it is another chapter of the superstation problem. What we are hearing is that there is no incentive for the consumer to spend $8 or $10 a month when he already has maybe 400 games coming down a basic service." But, added Burns, "this is bigger than baseball. And we're not laying the entire rap on the superstations. The consumer is taking a lot harder look at what he'll do in the multipay environment."

Meanwhile, the league has renewed for a second year a pay television pool agreement which gives each team the right to pick up and distribute in its market a limited number of games played by other teams. Once the limit is reached, the importing team would have to pay a fee of between one cent and three cents per pay TV subscriber in its market. Profits, after costs of administering the pool are subtracted, will be distributed equally among the teams.

The league has also sent to every television station in the country a newly drawn up "royalty free license" which outlines the rights of stations to use footage free of charge from games for newscasts and weekend sports shows. The license allows for the use of up to five minutes of footage in any one continuous hour of programing up to 36 hours after the game is over (to accommodate weekend sports highlight shows produced locally). A maximum of two minutes for any one game may be shown. The license is designed to spell out stations' rights to game footage that the league has granted verbally for years. It's also designed to protect the value of Major League Baseball's own weekly wrap-up show called *This Week in Baseball*. The license does not apply to news and sports services that charge affiliate fees, such as NBC's A News or Newsfeed. The league believes that it should have a cut of revenues they generate from programing that includes highlights, and negotiations are ongoing to determine the fee structure that will be imposed on such operations. The league's own highlight service, Baseball News Satellite, which will debut this season, has, according to Burns, already cleared more than 100 stations covering 73% of the country.

On the network side, both ABC and NBC had good ratings news for regular season coverage last year. ABC's *Monday Night Baseball* was up about 3% in 1984, with an average 10.6/19, recovering from a 12% drop in 1983. NBC's Saturday *Game of the Week* averaged a 6.4/21, up about 10% from 1983, when *Game of the Week* suffered an 8% ratings drop. World Series viewing was off about 3.5% last year when NBC averaged a 22.6/40. ABC's playoff coverage averaged a 16.1/32, up about 11% from the year before.

NBC will carry 26 Saturday afternoon telecasts this season, including four doubleheaders, beginning April 13. A 30-second spot for regular season telecasts will cost about $40,000, compared to $35,00 last season. NBC has the All-Star Game this year (July 15) and 30's in that contest will cost about $250,000. Two years ago NBC also had the game and charged $180,000 per 30. NBC will also broadcast the American and National League playoffs this year. Games in prime time will go for about $150,000 per 30, compared to the $130,000 ABC charged last year. No information was available on prices for weekday or weekend playoff games. The pace of sales is dramatically slower this year for NBC—at least the network is getting off to a much slower start. A network spokesman said last week it was "just starting to sell now." A year ago, NBC had completely sold the second quarter and was 75% sold for the third.

ABC will carry eight *Monday Night Baseball* games from June 3 to July 29 (with the exception of July 15). It will also carry a total of three late season games in September and October, as well as the World Series, which begins Oct. 15. At press time ABC had not released spot rates, but it's believed that a World Series spot will be in the $290,000-range. *Monday Night* 30's are expected to sell in the $80,000 range. It was unclear last week whether ABC was also off to a slow start. Sales executives could not be reached for comment at deadline.

A team by team breakdown follows:

American League East

Baltimore Orioles

Former Oriole pitching star Jim Palmer will do color commentary for Home Team Sports, a regional pay cable network owned by Group W Satellite Communications. According to HTS Communications manager, Michael Ortman, Palmer will be available for about 30 of the 82 regular season games the network will carry, juggling his schedule to cover games for ABC Sports as well. The regular announcers for all Orioles cablecasts will be Mel Proctor doing play-by-play and former Brooklyn Dodgers pitcher Rex Barney as color commentator. Joining them on an "as available basis" for the pregame interview show will be Mutual Broadcasting's late-night radio talk show host Larry King. HTS is in the second year of a long-term contract running into the 1990's. The network is seen by 150,000 subscribing homes on 27 systems.

All 162 Oriole games as well as 11 preseason and any post-season play will be heard on WFBR(AM) Baltimore, in the third year of a four-year contract. As of last week, a network of 60 stations ranging from southern Pennsylvania to North Carolina had signed to broadcast WFBR's Oriole games. However, more are expected, according to Harry Shriver, WFBR's general manager, because of plans to distribute the games to affiliates by satellite.

Sponsors this season include Miller Brewing, Chevrolet, Goodyear Tire, Amoco, Jiffy Lube and Western Auto stores. Returning as announcers will be Jon Miller and Tom Marr with HTS's Barney hosting the pregame show. The call-in program, *Stan the Fan*, a weekend feature last year, will be presented after every game this season and will run until midnight following night games.

Television coverage on WMAR-TV will be cut to 45 games this season as the station enters the first year of a three-year contract. Announcers will be Chuck Thompson and former Oriole Hall of Fame third baseman, Brooks Robinson, with commentary. Top advertisers will be Anheuser-Busch, local Datsun dealers, Roy Rogers restaurants, Equitable Bank and the Mid-Atlantic Milk Marketing Association.

Boston Red Sox

The Boston Red Sox will be seen and heard all over this year. WPLM-AM-FM Boston will continue broadcasting the games and the stations have already signed a new rights agreement to replace the three-year agreement expiring after this year. Carried in roughly 75 markets, radio affiliates will be offered 20 pre-season games and all 162 regular season games. For the third year the games will be available to Red Sox fans transplanted in Florida by WSIR(AM) Winter Haven and WIOD(AM) Miami. And for the second year, those overseas will be able to pick up approximately one game a week on Armed Forces radio. Sponsors of the radio broadcasts include Anheuser-Busch and People Express.

For those who didn't see the first showing of a game on the New England Sports Network (NESN), and then missed its repeat showing, there is now a chance it may be shown a third time, according to John Claiborne, vice president and general manager of the 30,000 subscriber pay-cable channel. Claiborne said that some of the five exhibition and 86 regular season games—last year it carried three and 87, respectively—may be shown the next morning for those whose jobs and schedules do not permit them to catch the first airing. NESN has a basic subscriber universe of 750,000, but is kept out of Boston where MSO Cablevision has an interest in rival, SportsChannel.

WSBK-TV will broadcast 73 regular season and three exhibition games, up from 70 last year. Assistant general manager, Stu Tauber, said that all sponsor arrangements have not yet been completed but two on board are Kendal Oil and Wolverine shoes. One additional station has joined last year's group of four affiliates, WLNE(TV) New Bedford, Mass. (Providence, R.I.). Rather than a fixed rights payment, WSBK-TV, whose parent, Storer Broadcasting, is also a partner in NESN, is paying the team according to how the telecast performs.

Cleveland Indians

On the last year of its current rights contract, WWWE(AM) will carry all Indians regular season games and 13 preseason contests with announcers Herb Score and Steve LaMar. Major sponsors will be Anheuser-Busch, Chevrolet and Stihl chain saws. New to this year's broadcasts will be a sports magazine pregame show before each game. The show will incorporate manager and player interviews, which were in separate features last season, with sports news features in a 20-minute pregame package. The host for the show has not yet been announced.

Thirty stations are now included in WWWE's Indians network. A new affiliate is WCOL(AM) Columbus, Ohio, which will add a potential two million listeners over last year. WUAB(TV) Cleveland, on the last year of a three-year contract, will televise 50 road games. Handling play-by-play will be Joe Tait. Tait will be joined by a color commentator to be selected later. The largest sponsor is Anheuser-Busch. No plans have been made to carry Indians baseball on a regional pay sports network. Cable rights are held by the company which also owns the Cleveland Cavaliers basketball team and the Richfield (Ohio) Coliseum.

Detroit Tigers

The Detroit Tigers have had the highest television rating of any baseball franchise, according to Eileen Wunderlich, a spokeperson for WDIV(TV) there which will broadcast five exhibition and 45 regular season games this year. She said that the team's championship season last year did not hurt either and that according to Arbitron the full-season rating/share was 25/45 while A.C. Nielsen reported a 27/50.

Because of increased advertiser demand the station has increased the time sold in advance from 80% to 85%. All of those spots were sold by January. Sponsors of the game include Domino's Pizza (whose owner also owns the Tigers), Chevrolet, Miller beer, McDonald's, First of America Bank, J.C. Penney, Kentucky Fried Chicken, Snapper lawnmowers, True Value Hardware, Red Lobster and Hygrade hot dogs.

Interest in the Tigers is also shown on the radio side, according to Ron Pancratz, vice president and general manager of WJR(AM), which will present 16 exhibition and 162 regular season games. He said the number of stations carrying the Tigers would increase from 39 to 45 stations because of satellite transmission: "Some of our network stations are even going to carry exhibition games, which they have never done before."

All but one of the advertisers returned from last year and with four more joining, there will be 30 different advertisers for the games' radio broadcasts, including Anheuser-Busch, Chevrolet, Marathon Oil, Bank of Commerce and Little Caesar's Pizza.

Pro Am Sports Systems (PASS), in the second year of a seven-year contract with the Tigers, will carry seven spring training games and 80 regular season games this year, according to William J. Wischman, executive vice president and general manager. The pay TV network had not started up in time for the exhibition games last year, he said. About 30,000 subscribers are served on 60 cable systems and WIHT(TV) Ann Arbor, Mich., an STV outlet. Although 90% of PASS revenue comes from subscriber fees, the games still have some advertising, including Ford, Stroh's, Highland Appliance and the *Detroit Free Press*.

Milwaukee Brewers

Before the season begins, the Milwaukee Brewers will likely have arranged a cable package to help replace the recently departed pay cable operation, Sportsvue (BROADCASTING, Feb. 11) which carried 67 of the team's games last season. Helping to fill in for the defunct outlet, in which the Brewers were a partner, is WVTV(TV), which has added 16 more regular season games to the 30 regular season and eight exhibition games the station televised last year. Michael Schuch, vice president and general manager of the station, said that five other stations will carry the games, whose sponsors include Miller beer, True Value Hardware stores and Toyota.

Bill Haig, vice president, broadcast operations for the Brewers, said the team was working out arrangements for cable carriage, but that it was premature to talk about details, except to say that arrangements would be made in time for this season. The team also retains radio rights to the 18 exhibition and 162 regular season games that will be carried in 50 markets. Haig said radio sponsors this year include Pabst Brewing, Chevrolet, Pepsi-Cola, Farmers Insurance, Barrel of Fun products, Wisconsin Milk Marketing Board and McDonald's. Another sponsor is Brewers Pizza, which the team helps market.

New York Yankees

WPIX(TV) New York enters its 35th year of airing Yankees baseball with a newly-negotiated, three-year deal that calls for the airing of 100 games in the 1985 and 1986 seasons and an option to carry 100 contests in 1987. Breaking it down for the 1985 season, WPIX will carry four pre-season contests and 96 regular season games, the same as a year ago. Major sponsors this year include: Budweiser (the official beer sponsor), Toyota, Dodge and Citibank.

Also, there will be a new addition to the television broadcast announcing team this year: WABC(AM) sportscaster Spencer Ross will be joining Phil Rizzuto and Bill White while Yankees announcer Frank Messer, who worked both television and radio in previous years, will be heard just on the radio side with John Gordon.

For radio, talk-formatted WABC will be starting the fifth year of a six-year pact as the Yankees' originating station. The club retains the broadcast rights with Hackensack, N.J.-based Adler Communications handling game sales. What WABC sells is 18 to 20 pre- and-post game sales packages. Major sponsors in this category are: People Express, Ozark Airlines, the New York State Lottery, Shell Auto Care, Sentry Hardware and Nynex. WABC will be airing 19 pre-season games—one less than last year—along with the entire regular season schedule, said Jim Haviland, station vice president and general manager. The station will serve as the originating outlet for a 60-station network.

Looking at cable, SportsChannel will be entering the fourth year of a 15-year Yankees agreement. As in 1984, the cable channel will show 40 games, both home and away. SportsChannel is carried on 45 systems in the New York metropolitan area, while SportsChannel of New England carries the games in parts of Connecticut and upstate

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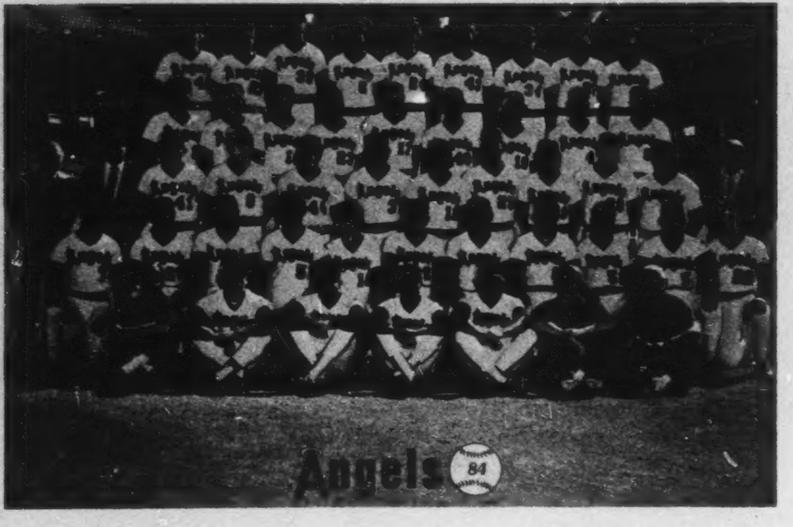

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New York. Among the cable sponsors are: Anheuser-Busch, Toyota, Goodyear, TWA and Bank of New York. According to a company spokesman, system operators pay SportsChannel $4.50 per subscriber, per month. Subscribers pay an average of $60 per month.

Toronto Blue Jays

Telemedia Broadcast Systems (formerly Telemedia Broadcast Services) holds the radio rights to the Blue Jay games. The originating radio station for the 45-station network is CJCL(AM) Toronto, which just renewed a five-year contract. According to Len Bramson, TBS president, the radio network has nearly doubled in size over the past year because Blue Jay games will now be carried on affiliates coast-to-coast (last year the network was confined to the province of Ontario). Radio network sponsors include General Motors, Coca-Cola, Panasonic, McDonald's, Speedy Muffler, Labatts and Rawlings.

Television broadcast rights for the Blue Jays—which are 45% owned by Labatts brewery—are held by the CTV-TV network. CTV-TV will broadcast one pre-season game and 35 regular season games, while 10 pre-season games and 40 regular season games will be seen on The Sports Network, an all-sports pay cable service. TSN, which is also owned by Labatts, was launched Sept. 1, 1984. It has 550,000 subscribers, and by baseball season is predicted to have between 700,000 and 750,000. CFTO-TV Toronto will be the originating station for the broadcast network, which will carry games primarily on Wednesday nights and Sunday afternoons.

American League West

California Angels

KTLA(TV) is in the second year of a three-year contract with the Angels, negotiated following the sale of the Los Angeles independent in 1983 by team owner Gene Autry and The Signal Companies. The former actor still owns KMPC(AM) Los Angeles, however, which continues to originate radio coverage, along with this month's "Freeway Series" pitting the team against its hometown rival, the Los Angeles Dodgers. KLVE(FM) Los Angeles continues Spanish-language coverage, but is no longer feeding a regional network.

All 13 Sunday home games will be available on SelecTV, a subscription television service carried by KWHY-TV Los Angeles, with the Angels holding the rights. The pay TV coverage was previously carried by ON TV over KBSC-TV Corona, which recently sold its subscriber base to SelecTV.

According to a KTLA spokeswoman, the station will telecast 38 regular season and two pre-season games. All except two May games will be on the road. Play-by-play commentary is by Bob Starr and Joe Torre. A "Glove Day" giveaway is being developed by the station in cooperation with Security Pacific National Bank in May, and overall promotion will be stepped up to commemorate the 25th anniversary of the Anaheim-based club. A joint KTLA-KMPC pre-season kick-off party was held for local media and dignitaries in mid-February.

Major advertisers signed by KTLA thus far include Anheuser-Busch, National Lumber, Toyota and Mark C. Bloome Auto.

Chicago White Sox

WMAQ(AM) Chicago is in the fourth year of a five-year pact and so is television rights holder WFLD-TV there. The radio station will carry all of the White Sox games and WFLD-TV will carry 53 regular season and two pre-season games. The team sold its pay sports service, Sportsvision Cable, to Sportschannel, the Long Island, N.Y.-based regional sports operator now owned jointly by Cablevision, the Washington Post Corp. and CBS. Sportsvision Cable will carry 100 games, 80 of which will also be offered by the Chicago ON TV subscription television outlet, WSNS(TV), ch. 44. Sportsvision's paid subscriber count has risen to about 100,000 since the acquistion by Sportschannel in 1983, when it had about 30,000 subscribers. ON TV subscribers now total 70,000, down from about 100,000 a year ago.

Kansas City Royals

WDAF-TV Kansas City, Mo., which just signed a new three-year contract with the Royals, is the originating station for a network of 17 stations. Two pre-season games will be telecast in addition to the regular season schedule. Miller Beer is the only major sponsor signed up at this time.

A radio network of 113 stations will be led by WIBW(AM) there, which will begin carrying pre-season games on March 10. Sponsors include Anheuser-Busch, Midwest Ford Dealers, Texaco, Farmer's Insurance, Crown Center Development Corp. and John Deere consumer products dealers. WIBW also purchased its own satellite up-link facility this year to deliver the games.

Minnesota Twins

Broadcast television rights for the Minnesota Twins are held by United Television's KMSP-TV Minneapolis-St. Paul, which just renewed a four-year contract and this year will carry three pre-season games and 68 regular season games. This is the first year KMSP-TV is the rights holder rather than having it assigned to them by WCCO-TV According to Stuart Swartz, KMSP-TV vice president and general manager, Miller Beer signed up for a four-year sponsorship, and other advertisers this season will include Midwest Federal Savings and Loan, Kennedy Transmission and Minnesota Datsun Dealers.

WCCO(AM) holds the radio rights and will be feeding a network of 40 stations, reported Clayton Kaufman, WCCO general manager, up from 26 stations last year. According to Kaufman, there has been a growing interest in Twins games since the team was purchased by Minneapolis banker Carl Pohlad last year. The new owner's agressive promotion, Kaufman said, is reflecting itself in a variety of ways. Not only are exhibition games up from six last year to a dozen, but advertising sales on the radio network are running 30% ahead of a year ago, he reported. Sponsors include Midwest Federal Savings and Loan, Farmer's Insurance, Amoco and True Value Hardware Stores. Another effect, noted Kaufman, are rights payments: radio is 50% higher than last season.

Pay TV rights are held by Spectrum, an STV service over KTMA-TV Minneapolis, which will broadcast about 50 home games.

Oakland A's

The Oakland A's are beginning the first year of a new three-year television contract with KPIX(TV) San Francisco, the Group W-owned CBS affiliate. The station held rights to the A's games from 1974 to 1981, when KBHK-TV San Francisco won a three-year franchise.

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local sports programing," said Arthur H. Kern, vice president and general manager of KPIX, which also televises the San Francisco '49ers pre-season and regular season games as well as the annual Bay-to-Breakers footrace.

The 36 home and away games will feature play-by-play announcers Bill King and Lon Simmons, with KPIX Sports Director Wayne Walker offering color commentary at home games. The schedule will include both prime time and weekend game telecasts.

According to a team spokesman, the A's new three-year radio contract with KSFO(AM) San Francisco calls for joint merchandising, sales and promotion, including a network-wide bumper sticker promotion involving American Airlines.

Television and radio sponsors signed to date include Anheuser-Busch, RCA, Safeway Stores, Chevrolet and the Farmers Insurance Group.

The team has no involvement in pay television.

Seattle Mariners

KSTW(TV) Tacoma, Wash., is once again telecasting 50 games, two at home. Coverage will be fed to four other markets in the Pacific Northwest. Bruce Lumpkin, general sales manager, estimated that 50% of the advertising has been sold and the total would reach 70% by opening day. Among the sponsors already signed, he said, are Anheuser-Busch, True Value Hardware, Canada Dry, Prime TV Rentals and Seattle Lighting. KIRO(AM) Seattle takes on the broadcasting assignment this year under a five-year contract. KIRO will broadcast 182 games, of which 20 will be exhibition contests. Among the major sponsors cited by Joe Abel, vice president and general manager, are Budweiser, Chevron, Puget Sound Power & Light and General Telephone & Electronics.

Texas Rangers

Gaylord Broadcasting's KTVT(TV) Fort Worth is entering the first year of a five-year deal as broadcast rights holder with an option for an additional five years. The rights pact is part of an overall purchase agreement whereby Gaylord acquired 35% ownership of the ballclub. (Eddie Chiles owns the remaining shares).

KTVT plans to air a minimum of 50 away games, said Charlie Edwards, station vice president and general manager. A portion of the station's schedule will be picked up by a five-state regional network of 12 stations. Major sponsors include Anheuser-Busch and True Value Hardware Stores. Last year KKAS-TV Fort Worth was the originating station airing 30 games.

On radio, WBAP(AM) will be entering the first year of a new four-year rights agreement and will serve as the orginating station for a network of 10 to 12 stations. Among the sponsors are: Budweiser, True Value, Coca-Cola, and Dr Pepper. (The Texas Rangers retained both radio and television broadcast rights in 1984).

Home Sports Entertainment, a division of the Houston Sports Association, holds the pay-cable rights. The cable network will air 57 home games this year compared to more than 100 contests in 1984. The games will be carried on nearly 75 systems in a five-state area with a subscriber universe of approximately 112,000. The cost to the system operator varies according to the number of subscribers, location and type of package offered. Major advertisers include Anheuser-Busch and Toyota.

National League East

Chicago Cubs

WGN(AM) Chicago will broadcast all 162 regular season and 15 exhibition games this season. A network of 46 radio stations has been put together. A spokesman says sales have been "brisk," and cited such advertisers as Heileman Brewing, True Value Hardware, Talman Home Federal Savings & Loan, Chevrolet and Marathon Oil. On television, WGN-TV will telecast 150 regular season and four exhibition contests. A Cub network of 15 TV stations has been arranged. A sales executive reports business is "excellent" and

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he points to the club's winning season in 1984 as the reason. He adds that the advertising schedule is about 90% sold and listed these advertisers: Budweiser, True Value Hardware, Pepsi-Cola, United Airlines and Toyota.

Montreal Expos

Canadian brewer Carling O'Keefe will be entering its fifth year of a six-year pact with the Montreal Expos as television broadcast rights holder. (The company is also the exclusive beer advertiser for Expos baseball). Each year the company sells back the TV rights for a certain number of games (the amount has not yet been determined) to CBC-TV, which will carry the contests over both an English and French network. For the 1985 season, 43 stations will be on the English network and 12 outlets will make up the French network.

On the radio side, CFCF(AM) Montreal holds the English broadcast rights. The station plans to broadcast the regular season games as well as 10 pre-season contests—the same as in 1984—to a regional network of 35 stations, all located outside of Quebec province. Among the major sponsors are General Motors and Coca-Cola.

Telemedia Communications, Montreal, holds the French radio rights and will transmit this year's games (10 pre-season and all regular season games) to a network of 42 stations through company-owned CKAC(AM) there. Major advertisers include McDonald's and the Steinberg supermarket chain. Both CFCF(AM) and Telemedia are entering the last year of five-year broadcast agreements.

New York Mets

WOR-TV begins its 23d year as the originator of New York Mets baseball broadcasts, a rights partnership it has had with the club since its inception in 1962. The station, which sells the air time, is entering the fourth year of a five-year agreement. Plans call for WOR-TV to carry the same number of games as last year—three pre-season and 87 during the regular season. Major sponsors include: Budweiser, Datsun, Manufacturers Hanover Trust, and the local Oldsmobile dealers. WOR-TV vice president and general manager, Peter Leon, reports sales up about 25% over a year ago. Leon also says the station will air a one-hour special, ***Mets '85: The Boys Are Back In Town.*** The broadcast is scheduled for the evening of April 8.

WHN(AM) is in the last year of a three-year Mets contract. (As of last January, both the station and the team are commonly-owned by Doubleday). The station will transmit 13 pre-season games along with the entire regular season to a regional network of 17 to 20 stations. Among this year's advertisers are: Anheuser-Busch, Chrysler-Plymouth and Tobin Meats. New to the radio announcing booth is Gary Thorne, who will work with veteran Mets broadcaster Bob Murphy.

Sixty home and away games will be carried on the SportsChannel regional pay cable service, which is entering the fourth year of a 30-year deal. Sponsors include: Anheuser-Busch, Toyota, Goodyear, TWA, Manufacturer Hanover Trust and the local Buick dealers. The number of systems and fees are the same as those for the New York Yankees (see separate capsule).

Philadelphia Phillies

The Phillies broadcast originators, WCAU(AM) Philadelphia and WTAF-TV there, are both in the early years of 11-year contracts. WCAU will carry the full season of regular games and some spring training games while WTAF-TV will carry about 85 contests, primarily road games. Prism, the regional pay movie and sports channel, is entering the final year of a five-year pact with the team and is scheduled to carry 31 exclusive home games this year. Prism has carried Phillies ballgames since 1976 and expects to renew its rights agreement.

Pittsburgh Pirates

KDKA-AM-TV, which have been carrying Pirates games since 1955, are both entering the first year of two-year renewals, with an optional third year. The radio station will carry all 162 regular season games and 15 exhibition games. The television station will carry 37 away and three home game this season. It has cut back from 48 games several years ago out of concern that it was preempting too much network (CBS) programing, but station executives expect to maintain coverage at the 40-game level for the duration of the contract. Home Sports Entertainment, the regional pay-sports service which carried 76 games last year, has folded. The Pirates don't expect to have an alternative cable arrangement in place by the start of this season.

St. Louis Cardinals

KSDK(TV) St. Louis holds rights to 50 games and plans to telecast between 44 and 50, as against 40 last year. There will be a regional TV network of 14 to 17 stations. Bill Bolster, vice president and general manager, estimates that about 65% of the schedule has been sold to advertisers, including Anheuser-Busch, Toyota and Parker Distribution (lawn equipment). On radio, CBS's KMOX(AM) St. Louis will provide coverage of all 162 regular season games and several exhibition games. The coverage will be fed to a regional network of more than 115 stations in 10 states. According to Robert Hyland, regional vice president, CBS, sales are progressing well. Among the radio advertisers this year are Anheuser-Busch, Chevrolet, Safeco, Trans World Airlines, Sears, Roebuck & Co., Eastman Kodak and Carrier Corp.

National League West

Atlanta Braves

Braves radio coverage returns to WSB(AM) Atlanta this year after a year's hiatus with WCNN(AM) there. According to Wayne Long, director of Braves Radio, the decision to return to WSB was made by Ted Turner, president of Turner Broadcasting System, which owns the Braves. The Braves organization retains its radio rights, and Turner "felt that, in respects of the coverage—primarily at night—we'd be better off with the higher-powered signal," explains Long. WSB will broadcast 162 regular season and five preseason games over more than 100 affiliates. Skip Caray, Pete Van Weiren, John Sterling and Ernie Johnson continue as announcers. Sponsors include Chevrolet, Anheuser-Busch, Coca-Cola, Delta and Fina Oil.

TBS also holds the television rights to Braves games, and will telecast seven preseason and 143 regular season games over its superstation WTBS(TV) Atlanta. WTBS is now carried by 8,534 cable systems, compared to 5,968 a year ago, and reaches 33.1 million homes. As it has done for the past two years, the superstation has produced a documentary about baseball. This year's offering, ***Baseball Behind the Seams,*** will air Wednesday, March 27, at 8:05-10:05 p.m. Radio announcers Caray, Van Weiren, Sterling and Johnson will also do television commentary. Names of Braves television sponsors have not yet been released, but Michael Oglesby, director of public relations for WTBS, says they will include standard automobile and beer advertisers, and stresses, "There are always healthy sales. The Braves have been a good draw."

Cincinnati Reds

Reds baseball will again appear on WLWT(TV) Cincinnati under a new rights contract, renewed through 1987. The station will broadcast 43 games to a network of seven affiliates, with Ken Wilson as play-by-play announcer and former Reds second baseman Joe Morgan providing color commentary for the first time. The games will be offered to stations on a 50-50 barter basis this year, with Budweiser and Toyota already committed. WLWT has rights to special promotions in the event that player/manager Pete Rose breaks Ty Cobb's record of 4,191 career hits. With both Morgan and Rose back in Cincinnati, the station is touting 1985 as the return of the 1970's Big Red Machine.

A new pregame show, ***The Rose Report,*** will be featured on WLW(AM), originator of Reds radio broadcasts, and its 86 affiliates. The program, hosted by Pete Rose, will begin March 10, and will air in the 25 minutes immediately prior to each game. The Reds will retain the rights to the 162 regular season, 27 preseason and three exhibition games the station will broadcast. Marty Brennaman and

Continues on page 62.

AMERICAN LEAGUE EAST

Team	*1985 rights*	*1984 rights*	*TV originator and affiliates*	*Radio originator and affiliates*	*Rights holders*
Baltimore Orioles	4,000,000	3,500,000	WMAR-TV 6	WFBR 60+	WMAR-TV holds TV rights; WFBR holds radio rights; Home Team Sports holds pay cable rights.
Boston Red Sox	4,200,000	4,000,000	WSBK-TV 5	WPLM 75	WBSK-TV holds TV rights; WLPM holds radio rights; New England Sports Network holds pay cable rights.
Cleveland Indians	3,400,000	3,400,000	WUAB	WWWE 30	WUAB holds TV rights; WWWE radio rights; TEN TV holds pay cable rights.
Detroit Tigers	4,000,000	3,700,000	WDIV-TV 5	WJR 45	WDIV-TV holds TV rights; WJR holds radio rights; Pro Am Sports holds pay cable rights.
Milwaukee Brewers	2,200,000	2,700,000	WVTV 5	WTMJ 50	Brewers retain radio and cable rights; WVTV holds TV rights.
New York Yankees	14,000,000	11,700,000	WPIX-TV 10	WABC 60	WPIX-TV holds TV rights; Yankees retain radio rights and Sports-channel holds pay cable rights.
Toronto Blue Jays	6,500,000	5,000,000	CTV-TV 45	CJCL	Labatt Breweries of Canada holds TV rights; Telemedia Broadcast Systems holds radio rights; The Sports Network holds cable rights.
AMERICAN LEAGUE WEST					
California Angels	4,200,000	4,000,000	KTLA 15 (Sp.)	KMPC 14 KPMC	Golden West Baseball, wholly-owned subsidiary of Angels, sells rights, KLVE currently held by KTLA and (co-owned with Angels); KLVE holds Spanish radio, and SelecTV holds pay TV rights.
Chicago White Sox	4,000,000	4,000,000	WFLD-TV 5	WMAQ 22	White Sox retain all broadcast and cable rights having partnership with originators involved, including WFLD-TV, WMAQ, SportsVision Cable and ON TV.
Kansas City Royals	2,400,000	1,800,000	WDAF-TV 17	WIBW 113	WDAF-TV holds TV rights; Stauffer Communications (WIBW) hold radio rights.
Minnesota Twins	2,000,000	1,500,000	KMSP-TV 3	WCCO 40	KMSP is TV rights holder; WCCO holds radio rights; Spectrum Sports holds cable rights.
Oakland A's	2,500,000	2,000,000	KPIX 6 KBRG(FM)	KSFO 14	KPIX holds TV rights; KSFO holds English radio rights and KBRG(FM) holds Spanish radio rights.
Seattle Mariners	1,600,000	1,200,000	KSTW 4	KIRO 22	KSTW holds TV rights; KIRO holds radio rights.
Texas Rangers	6,000,000	5,500,000	KTUT 12	WBAP 10	KTUT hold TV rights; WBAP holds radio rights; Home Sports Entertainment holds pay cable rights.
NATIONAL LEAGUE EAST					
Chicago Cubs	3,600,000	3,600,000	WGN-TV 15	WGN 46	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	7,500,000	7,500,000	CBC-TV 43 12	CFCF 35 CKAC 42	Carling-O'Keefe holds TV rights; CFCF holds English radio rights and Telemedia Communications (CKAC) holds French radio rights.
New York Mets	12,100,000	10,900,000	WOR-TV	WHN 17	Mets have partnership arrangements with broadcast originators. Sports-channel holds pay cable rights.
Philadelphia Phillies	8,500,000	8,000,000	WTAF-TV 2	WCAU 26	WTAF-TV holds TV rights; WCAU holds radio rights; PRISM holds pay cable rights.
Pittsburgh Pirates	3,000,000	3,000,000	KDKA-TV 4	KDKA 39	Group W (KDKA-AM-TV) holds broadcast rights.
St. Louis Cardinals	3,100,000	2,600,000	KSDK 14+	KMOX 115	KSDK holds TV rights; KMOX holds radio rights.
NATIONAL LEAGUE WEST					
Atlanta Braves	3,100,000	2,100,000	WTBS	WSB 100	WTBS is TV rights holder under agreement with commonly owned Braves. Team retains radio rights.
Cincinnati Reds	2,300,000	2,300,000	WLWT 11	WLW 86	WLWT holds TV rights; Reds retain radio and cable rights.
Houston Astros	3,200,000	3,100,000	KTXH 12	KTRH 30+	Astros retain TV rights and radio rights. Home Sports Entertainment holds pay cable rights.
Los Angeles Dodgers	4,000,000	3,500,000	KTTV 1 KTNQ (Sp.) 3	KABC 28	Dodgers retain broadcast rights selling through Dodgers Radio and Television Network. Dodgers and Metromedia Television hold pay TV rights jointly in pay-per-view and STV venture.
San Diego Padres	2,750,000	2,400,000	KCST	KFMB 6 XEXX 30	KCST holds TV rights; KFMB holds English radio rights; XEXX holds Spanish Spanish radio rights; Padres and San Diego Cable Sports Network jointly hold pay cable rights.
San Francisco Giants	2,750,000	2,400,000	KTVU 3	KNBR 7 KOFY	KTVU holds TV rights; KNBR holds English radio rights and KOFY holds Spanish radio rights.
AL total	**$61,000,000**	**$54,000,000**			
NL total	**$55,900,000**	**$51,400,000**			
Majors total	**$116,900,000**	**$105,400,000**			

Not included in the table are network payments for nationally broadcast games that total about $161 million. ABC-TV—$80 million, NBC-TV—$75 million and CBS Radio—$6 million.

Continues from page 56.

Joe Nuxhall will continue as announcers. This year's sponsors include Anheuser-Busch, Manhattan Petroleum Co., Stihl chain saws and Kahn's meats.

Houston Astros

KTXH(TV) Houston will telecast 73 regular season and seven preseason games and feed coverage to a network of about I2 stations. Anheuser-Busch will be a principal sponsor but a spokesman for the club, which holds TV-radio rights to the games, said the other clients on both TV and radio could not be disclosed because contracts had not been signed. He pointed out that last year about 85% of the advertising schedule on television and radio had been sold and he expected that figure to be reached again this year. On radio, a new originating station, KTRH(AM) Houston, will provide coverage this season. It will present all 162 games and 25 exhibition contests over a network of 30 to 35 stations. Spanish-language broadcasts of Astro games will be on KYST(AM) Texas City. Anheuser-Busch also will be a main advertiser on radio. Pay cable coverage is being arranged by Home Sports Entertainment for 80 games. It will be available on 70 cable systems with 110,000 subscribers.

Los Angeles Dodgers

This season marks a number of firsts for the Dodgers. It is the beginning of the first year of separate new three-year rights agreements with KTTV(TV) Los Angeles and KABC(AM) Los Angeles, and the launch of a joint venture with Metromedia Television for pay-per-view and subscription television coverage. Dodgervision, as the new service is called, will offer 20 home games at a suggested retail cost of $6 per game and $85 for "season ticket" holders.

Operators must agree to carry all 20 games in order to receive Dodgervision, according to a team spokesman. Although no names and numbers were disclosed, he said clearances are expected in most cabled areas of southern California (north of San Diego), southern Nevada, Arizona and Hawaii. "It all looks very positive," he said.

KBSC-TV Corona, Calif., which carried 15 home Dodger games during each of the last seven seasons on its ON TV STV service will no longer broadcast the team, its contract having lapsed in 1984. A rival STV operator, SelecTV, recently purchased ON TV's local subscribership.

Metromedia's KTTV is airing 50 pre-season and regular season games, plus four half-hour specials in advance of the opener, beginning last Thursday (Feb. 28) and Friday (March 1) with prime time analysis of the Dodgers' 1984 performance and 1985 prospects. This season marks the 30th anniversary of the team's first world championship, and a reunion of 1955 team members was the focus of a special last Saturday (March 2), to be followed March 15 with *How I Spent My Winter Vacation*, a look at what current team members do during the off-season.

San Diego Padres

According to Padres radio and television director, Jerry Coleman, the team's pay-per-view venture—launched last year—is now called San Diego Cable Sports. Cox Cable is a partner with the Padres in the service, with Southwest Cable providing revenues as well. Profits are split 50-50 with Cox and according to various other formulas in outlying areas. Times Mirror and Daniels & Associates, two other large cable operators, are not included. Coleman estimated the San Diego Cable Sports channel earned "a little over" $1 million last year through the 40 Padres games it offered to pay-per-view subscribers last year, and are undertaking an aggressive marketing campaign in 1985 with the hope of boosting that revenue total to at least $2 million. Cox has addressable subscribers, 7,000 of whom paid $120 each to receive the complete Padres package. At the end of last season, about 4,000 pay-per-view subscribers were signing up for individual games, according to Cox estimates. Per-game prices will increase from $4.50 in 1984 to $5.50 this year. Forty home games will be available this year on pay-per-view, while road games only are broadcast on KCST-TV, which is in the third year of a four-year contract.

Sun Cable, in Yuma, Ariz., and American Cable Television, in Phoenix, pick up the over-the-air Padres broadcasts for cable distribution in their respective communities, as do smaller systems in Las Vegas, and Tucson and Prescott, both Arizona.

KFMB enters the last year of its three-year English-only radio contract (feeding about six stations), as does Spanish-language XEXX(AM) Tijuana, feeding about 30 outlets in Mexico and the U.S.

Play-by-play on the cable channel is by Ted Leitner and Bob Chandler, with Jerry Coleman hosting a 30-minute warm-up show. Dave Campbell and Coleman handle announcing chores on radio, with that duo moving to television for KCST games and the Leitner-Chandler team handling radio coverage. NBC affiliate KCST will air two pre-season and more than 40 road games. Pay-per-view games are all at home.

"We're doing better in our ad sales," Coleman reports. "We have a championship year behind us and we're starting earlier." He notes that—for the first time ever—ad sales picked up during the second half of the season last year on the strength of the Padres' improved performance. Major sponsors signed so far this year for San Diego Cable Sports include Stroh's Beer.

San Francisco Giants

San Francisco-Oakland's independent KTVU(TV) is in the second year of a five-year contract with the Giants, as is NBC-owned KNBR(AM) San Francisco. Spanish-language radio originates for the fourth consecutive year on KOFY(AM) San Mateo, Calif. KTVU will originate 31 regular season games, while KNBR will cover all pre-season and regular games. KOFY will air 60 games and is planning to feed several other Spanish-language stations, although none had been lined up as of last week.

Plans for a joint pay-per-view venture with Westinghouse fell by the wayside last year, but team spokesman Pat Gallagher told BROADCASTING, "since then we have not put anything together that satisfies us. We are going to try [a pay TV offering] again this year, but we don't have a deal at this time." Gallagher said a pay-per-view service offered through local cable systems may be available "toward the end of the season." It has not yet been determined whether the pay TV venture would be executed entirely by the Giants or through a joint venture agreement.

The announcing lineup remains Gary Park and Hank Greenwald on television, and Greenwald with David Glass on radio.

Country radio Nashville bound

Annual gathering to feature workshops, sessions, and exhibit hall, which doubles last year's square footage

The radio industry turns its attention to country music this week as over 750 radio and record industry executives assemble at the Opryland hotel in Nashville for the 16th annual Country Radio Seminar, March 7-9, sponsored by the Country Radio Broadcasters (CRB).

There will be 20 radio workshops to choose from, including two "early-bird" sessions on engineering and agribusiness, on Friday morning (March 8). What looks to be among this year's highlights is a presentation billed as "the first-ever research survey of the radio, record and trade industries" ("Riding Gain," Jan. 28). It will be presented by Rob Balon, president of Balon & Associates, Austin, Tex., at a Friday afternoon (March 8) session. Other workshop topics include radio news in the 1990's (subtitled "The Death of the Five-Minute Newscast"); maximizing sales; market promotion; hiring the right people, and life-style management.

And for the second consecutive year, there will be six sessions specifically geared to the record industry called MIPS (Music Industry Professional Seminars). They are coordinated by the Country Music Association (CMA) and are scheduled to begin on Thursday (March 7) afternoon at 2 p.m. The sessions are open to all attendees.

Addressing the registrants on Saturday (March 9) morning at 9 a.m. will be Radio Advertising Bureau President Bill Stakelin. Closing remarks later that day will be given by radio programing innovator Gordon McLendon.

The seminar's exhibit hall, according to exhibit director Dave Donahue, will encompass 12,000 square feet of space—double last year's space. As of late last week, 34 companies have signed up to present their wares. "We have more than an 80% return of exhibitors from last year," Donahue said. Hours for the exhibit hall, which was first established last year, are 2 p.m.-7 p.m. on Thursday and 1 p.m.-7 p.m. on both Friday and Saturday.

Conference agenda chairman is Beverlee Bleisch, program director, KJJY(FM) Des Moines, Iowa. This year's CRB President is Al Greenfield, president, KYSR(AM) El Paso, Tex. Elections for CRB's top officers (president, vice president, secretary and treasurer) by the 21-member board of directors are scheduled for Sunday morning. ☐

ABC, NBC tie in ratings photo finish

It was largely a draw in the prime time ratings for all three networks for the week ended Feb. 24. During the 22d week of the 1984-85 prime time season, ABC and NBC were tied with a 17 rating and 26 share of the national television audience, while CBS was only two-tenths of a rating point behind with a 16.8/26.

Two mini-series made it into the top 10 shows of the week—part III of ABC's *Hollywood Wives* and the first part of NBC's *Evergreen*. The third part of *Hollywood Wives* achieved a 25.2/39 and was the second-ranked program of the week, delivering to ABC its only Tuesday night victory of the season. Still, NBC managed a 19.3/30 based on a repeat of a special two-hour episode of *A Team* and *Riptide*.

Theatricals and made-for-TV movies, along with most midseason series replacements, were among the lower-rated programs of the week. In each case, the movies ranked third in their time period. A repeat of "Star Trek II" on ABC on Sunday averaged a 15.8/22 and ranked 38th out of 67 programs; CBS's Wednesday made-for-TV movie, "Murder With Mirrors," pulled a 15.2/23, ranking 41st; ABC's Thursday made-for-TV movie, "Deadly Messages," drew an 11.4/17, ranking 61st, and "Rocky," CBS's Tuesday movie, ranked 65th.

ABC won Monday, Tuesday, Wednesday and Saturday. CBS won Friday and Sunday. NBC took Thursday. NBC came in second on Monday, Tuesday, Wednesday, Saturday and Sunday.

Midseason replacements, with the exception of CBS's *Crazy Like a Fox*, were scattered among the bottom 20 shows of the week. NBC's *Sara* averaged a 14.6/21 on its fourth outing, flat compared to its performance the prior week, and ranked 49th. The fourth episode of NBC's *Code Name: Foxfire*, in the Friday 8-9 time period, dipped to a 12.3/20, its lowest performance to date, and ranked 57th.

ABC's *Streethawk* averaged a 12.1/19 (it plays opposite *Dallas*) and ranked 58th. CBS's *Otherworld* averaged a 10.1/17, ranking 64th. And NBC's *Berrenger's*, for the fourth time out of nine broadcasts, ranked last with an 8.9/16. As reported, both *Streethawk* and *Berrenger's* are leaving the networks' schedules effective March 8 and March 9, respectively.

ABC's *MacGruder and Loud*, a midseason replacement introduced Jan. 20, was pre-empted for *Hollywood Wives*.

NBC's *Sara*, which replaced *It's Your Move* beginning Jan. 23, has improved the household ratings of that time period by 14%. Over four broadcasts to date, *Sara* has averaged a 15.4/23, compared to a 13.8/21 for 13 episodes of *It's Your Move*.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	25.8/41
2.	Hollywood Wives, part 3	ABC	25.2/39
3.	The Cosby Show	NBC	25.1/36
4.	Dynasty	ABC	24.6/35
5.	Family Ties	NBC	24.3/35
6.	60 Minutes	CBS	23.8/36
7.	Who's the Boss	ABC	23.0/34
8.	Simon & Simon	CBS	22.4/33
9.	Cheers	NBC	22.3/33
10.	Evergreen, part 1	NBC	22.3/33
11.	Murder, She Wrote	CBS	21.7/30
12.	A Team	NBC	21.5/32
13.	Hollywood Wives, part 2	ABC	21.1/32
14.	Bob Hope Special	NBC	20.3/28
15.	Falcon Crest	CBS	20.2/34
16.	Trapper John, M.D.	CBS	20.1/32
17.	Crazy Like a Fox	CBS	19.4/27
18.	Hotel	ABC	19.3/32
19.	Disney Special	NBC	19.3/28
20.	Magnum, P.I.	CBS	18.9/27
21.	Knots Landing	CBS	18.8/33
22.	Three's A Crowd	ABC	18.8/28
23.	Night Court	NBC	18.6/28
24.	Highway to Heaven	NBC	17.9/27
25.	Newhart	CBS	17.9/26
26.	Webster	ABC	17.8/29
27.	Facts of Life	NBC	17.4/26
28.	Kate & Allie	CBS	17.3/24
29.	Benson	ABC	16.8/28
30.	Cagney & Lacey	CBS	16.5/26
31.	Love Boat	ABC	16.4/27
32.	Fall Guy	ABC	16.4/26
33.	Hardcastle & McCormick	ABC	16.4/23
34.	Scarecrow & Mrs. King	CBS	16.3/23
35.	Bugs Bunny Special	CBS	16.2/27
36.	Hill Street Blues	NBC	16.0/26
37.	Miami Vice	NBC	15.8/27
38.	Star Trek II	ABC	15.8/22
39.	Double Trouble	NBC	15.6/26
40.	20/20	ABC	15.5/27
41.	Murder With Mirrors	CBS	15.2/23
42.	Diff'rent Strokes	NBC	15.1/26
43.	T.J. Hooker	ABC	15.1/25
44.	Gimme a Break	NBC	15.1/24
45.	Finder of Lost Loves	ABC	15.0/26
46.	St. Elsewhere	NBC	14.9/24
47.	Riptide	NBC	14.9/24
48.	Charles in Charge	CBS	14.9/23
49.	Sara	NBC	14.6/21
50.	Airwolf	CBS	14.2/23
51.	E/R	CBS	14.1/21
52.	It's Your Move	NBC	13.5/22
53.	Cover-Up	CBS	13.2/23
54.	Punky Brewster	NBC	12.9/19
55.	TV Bloopers & Prac. Jokes	NBC	12.8/21
56.	Matt Houston	ABC	12.3/21
57.	Code Name: Foxfire	NBC	12.3/20
58.	Street Hawk	ABC	12.1/19
59.	V	NBC	11.6/19
60.	Ripley's Believe It Or Not	ABC	11.4/17
61.	Deadly Messages	ABC	11.4/17
62.	Foulups, Bleeps & Blunders	ABC	10.5/17
63.	Silver Spoons	NBC	10.5/16
64.	Otherworld	CBS	10.1/17
65.	Rocky	CBS	9.9/15
66.	Jeffersons	CBS	9.9/15
67.	Berrenger's	NBC	8.9/16

*indicates premiere episode

■ Charleston, S.C.—Charleston Communications Inc. seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 900 ft.; ant. height above ground: 900 ft. Address: 1729 Heritage Park Rd., 29407. Principal is owned by Irma B. Gilchrist (15% gen part.), A. Wray Fitch, Carlton Byrd, Ronald Ninowski and Mark Rodriguez (all 10% limited partners) and 45% other limited partners. Without Gilchrist, it is also app. for new TV in Bellevue, Wash. (see below). Fitch has interest in app. for new FM's in San Diego and Bonita Springs, Fla., and with Byrd is app. for new TV in Charleston, S.C. and is one of applicants challenging RKO's FM renewal in Washington. Ninowski is broker with Washington media brokerage firm of Gammon & Ninowski. Rodriguez is app. for new FM in Albuquerque, N.M. His father, Marcos Rodriguez, owns KESS(FM) Fort Worth and KLAT(FM) Houston and is app. for new AM's in Carrolton, and Universal City, both Texas. Filed Feb. 15.

■ Charleston, S.C.—Caro Broadcasting Ltd. seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,000 ft.; ant. height above ground: 1,996 ft. Address: 308-A South Elm St., Greensboro, N.C. 27401. Principal is owned by Lee D. Andrews (40%), Elise Davis-McFarland (20%) and David H. Wagner (40%). They have no other broadcast interests. Filed Feb. 15.

■ Bellevue, Wash.—Bellevue Telecasters Ltd. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,901 ft.; ant. height above ground: 571 ft. Address: 5002 159th Court, N.E., Redmond, Wash. 98052. Principal is owned by Marty Johnson (15% gen part.), A. Wray Fitch, Carlton Byrd, Ronald Ninowski, and Mark Rodriguez (all 10% limited partners) and 45% limited partnership oto be determined. Without Johnson, it is also app. for new TV in Charleston, S.C. (see above). Fitch has interest in app. for new FM's in San Diego and Bonita Springs, Fla., and with Byrd is app. for new TV in Charleston, S.C., and is one of applicants challenging RKO's FM renewal in Washington. Ninowski is broker with Washington media brokerage firm of Gammon & Ninowski. Rodriguez is app. for new FM in Albuquerque, N.M. His father, Marcos Rodriguez, owns KESS(FM) Fort Worth and KLAT(FM) Houston and is app. for new AM's in Carrolton, and Universal City, both Texas. Filed Feb. 15.

■ Bellevue, Wash.—Bellevue Broadcasting Co. Ltd. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,635 ft.; ant. height above ground: 272 ft. Address: 10900 North East Eighth, Suite 900, 98004. Principal is owned by Darlene C. McHenry (20% gen. partner) and limited partners: Marie G. O'Neill (30%); her son, Jerry (30%); Wayne D. Tanaka (10%), and Dennis D. Sutter (10%). Jerry O'Neill has interest in KUTP(TV) Salem, Ore. Filed Feb. 15.

■ Bellevue, Wash.—Ranier Broadcasting Co. seeks ch. 51; ERP vis. 1,440 kw; aur. 144 kw; HAAT: 1,867 ft.; ant. height above ground: 540 ft. Address: 1640 Fifth St., Suite 203, Santa Monica, Calif. 90401. Principal is equally owned by Lawrence Rogow and Lezlie Lee. Rogow also has interest in firm that owns KREQ(TV) [CP] Arcata, Calif. Rogow also has interest in over 100 LPTV applications. He also hes app.s for three new TV's and three new FM's. Lee is operations director at KPFK-FM Los Angeles. Filed Feb. 15.

■ Bellevue, Wash.—J&J Partners seeks ch. 51; ERP vis. 1,000 kw; aur. 200 kw; HAAT: 1,610 ft.; ant. height above ground: 374.5 ft. Address: 9063 Soquel Dr., Aptos, Calif. 95003. Principal is equally owned by John D. Schuyler, and his wife, Janie. Schuyler is also principal in International Broadcast Consultants, which is app. for new FM in Camden, Me.; new AM in Gardnerville, Nev.; six new TV's, and 25 LPTV's (see above). Filed Feb. 15.

■ Bellevue, Wash.—Flomaton Communications seeks ch. 51; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,635 ft.; ant. height above ground: 400 ft. Address: 3948 Merganser, Syracuse, N.Y. 13201. Principal is owned by Bessie Noble (51%) and James R. Young (49%). It has no other broadcast interests. Filed Feb. 15.

Facilities Changes

Applications

AM's

Tendered

■ WGTO (540 khz) Cypress Gardens, Fla.—Seeks CP to increase night power to 5 kw. App. Feb. 21.

■ KIXI (880 khz) Seattle—Seeks CP to increase night power to 10 kw. App. Feb. 21.

Accepted

■ WASG (1140 khz) Atmore, Ala.—Seeks MP to increase power during critical hours. App. Feb. 21.

■ WBOW (1230 khz) Terre Haute, Ind.—Seeks MP to make changes in ant. sys. App. Feb. 25.

■ WXKS (1430 khz) Medford, Mass.—Seeks MP to make changes in ant. sys. App. Feb. 25.

■ WJTN (1240 khz) Jamestown, N.Y.—Seeks MP to increase night power to 1 kw. App. Feb. 22.

■ KELI (1430 khz) Tulsa, Okla.—Seeks CP to increase signal in pattern nulls. App. Feb. 20.

■ KBND (1110 khz) Bend, Ore.—Seeks MP to change daytime TL and delete nighttime power increase. App. Feb. 20.

■ KCKX (1460 khz) Stayton, Ore.—Seeks MP to change TL. App. Feb. 21.

■ KVOZ (890 khz) Del Mar Hills, Tex.—Seeks MP to change TL. App. Feb. 21.

■ WMBG (740 khz) Williamsburg, Va.—Seeks CP to make changes in ant. sys. App. Feb. 22.

FM's

Accepted

■ WELE-FM (105.9 mhz) Deland, Fla.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,607.2 ft. App. Feb. 19.

■ *WMVV (90.7 mhz) McDonough, Ga.—Seeks CP to change TL and change ERP to 3 kw. App. Feb. 19.

■ WMJB (96.7 mhz) Wrens, Ga.—Seeks CP to change HAAT to 157 ft. and make changes in ant. sys. App. Feb. 21.

■ KDSX (98.3 mhz) Cubbuck, Idaho—Seeks mod. of CP to change TL; change ERP to 3 kw, and change HAAT to minus 10 ft. App. Feb. 21.

■ WYXX (96.1 mhz) Holland, Mich.—Seeks mod. of CP to make changes in ant. sys. App. Feb. 19.

■ KEZS-FM (102.9 mhz) Cape Girardeau, Mo.—Seeks CP to change ERP to 100 kw and change HAAT to 678.96 ft. App. Feb. 19.

■ KHBN (92.7 mhz) Socorro, N.M.—Seeks mod. of CP to change TL; change ERP to .06 kw, and change HAAT to 1,910 ft. App. Feb. 21.

■ KRNO (106.9 mhz) Reno—Seeks CP to change TL and change HAAT to 2,956 ft. App. Feb. 21.

■ WCOM-FM (101.7 mhz) Urbana, Ohio—Seeks CP to change HAAT to 309.304 ft. App. Feb. 21.

■ WIBF-FM (103.9 mhz) Jenkintown, Pa.—Seeks CP to change ERP to 340 kw and change HAAT to 1,000 ft. App. Feb. 21.

■ WMGZ-FM (95.9 mhz) Sharpsville, Pa.—Seeks CP to change ERP to 3 kw and change HAAT to 328 ft. App. Feb. 19.

■ WZLD (96.7 mhz) Cayce, S.C.—Seeks CP to change ERP to 1.91 kw. App. Feb. 19.

■ WVTN (105.5 mhz) Portland, Tenn.—Seeks CP to change TL; change ERP to .31 kw and change HAAT to 495 ft. App. Feb. 19.

■ KITE-FM (105.5 mhz) Portland, Tex.—Seeks CP to change TL; change ERP to 2.5 kw, and change HAAT to 358 ft. App: Feb. 19.

■ KVMV (96.9 mhz) McAllen, Tex.—Seeks CP to change TL and change HAAT to 1,208 ft. App. Feb. 19.

■ KPLX (95.5 mhz) Fort Worth—Seeks mod. of lic. to install new transmission sys. App. Feb. 20.

■ WQKS (96.5 mhz) Williamsburg, Va.—Seeks CP to change HAAT to 444 ft. App. Feb. 21.

TV's

Accepted

■ WHCT-TV (ch. 18) Hartford, Conn.—Seeks CP to change ERP to vis. 3,258 kw and change HAAT to 1,115.1 ft. App. Feb. 25.

■ *WCAE (ch. 50) Gary, Ind.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,623 ft., and change TL. App. Feb. 21.

■ WAVE-TV (ch. 3) Louisville, Ky.—Seeks CP to change HAAT to 1,820 ft. and change TL. App. Feb. 19.

■ WULT-TV (ch. 20) New Orleans—Seeks MP to change ERP to vis. 2,275 kw, aur. 227.51 kw; change ant., and change TL.

■ KREN-TV (ch. 27) Reno—Seeks MP to change ERP to vis. 1,840 kw, aur. 184 kw and make changes in ant. sys. App. Feb. 21.

■ *WUNG (ch. 58) Concord, N.C.—Seeks MP to change ERP to vis. 1,240 kw, aur. 124 kw; change HAAT to 1,290 ft., and make changes in ant. sys. App. Feb. 25.

Actions

AM's

■ KGEM (1140 khz) Boise, Idaho—Granted app. to increase day power to 50 kw; change TL, and make changes in ant. sys. Action Feb. 13.

■ WHTC (1450 khz) Holland, Mich.—Granted app. to make changes in ant. sys. Action Feb. 12.

■ WERA (1590 khz) Plainfield, N.J.—Granted app. to make changes in ant. sys. Action Feb. 12.

■ WHLO (640 khz) Akron, Ohio—Granted app. to add night service with 500 w and make changes in ant. sys. Action Feb. 13.

FM's

■ KNVR (96.7 mhz) Paradise-Chico, Calif.—Granted app. to change TL; change ERP to 3 kw; change HAAT to 328 ft., and make changes in ant. sys. Action Feb. 11.

■ KFMB-FM (100.7 mhz) San Diego—Granted app. to install aux. sys. Action Feb. 11.

■ WLYQ (95.9 mhz) Norwalk, Ga.—Granted app. to install aux. sys.; change ERP to 1.29 kw, and change HAAT to 215 ft. Action Feb. 11.

■ *WLPE (91.7 mhz) Augusta, Ga.—Dismissed app. to change ERP to 4 kw; change HAAT to 600 ft., and make changes in ant. sys. Action Feb. 6.

■ WCBK-FM (102.3 mhz) Martinsville, Ind.—Granted app. to Returned app. to 3 kw. Action Feb. 11.

■ WLJE (105.5 mhz) Valparaiso, Ind.—Granted app. to change ERP to 1 kw. Action Feb. 14.

■ KTFC (103.3 mhz) Sioux City, Iowa—Dismissed app. to change ERP to 100 kw and change HAAT to 280 ft. Action Feb. 6.

■ *KWIT (90.3 mhz) Sioux City, Iowa—Dismissed app. to make changes in ant. sys. Action Feb. 6.

■ KNXR (97.5 mhz) Rochester, Minn.—Granted app. to change ERP to 100 kw and make changes in ant. sys. Action Feb 13.

■ *KLJC (88.9 mhz) Kansas City, Mo.—Returned app. to change ERP to 100 kw; change HAAT to 372 ft., and make changes in ant. sys. Action Feb. 6.

■ WKNZ (101.7 mhz) Collins, Miss.—Dismissed app. to

Summary of broadcasting as of January 31, 1985

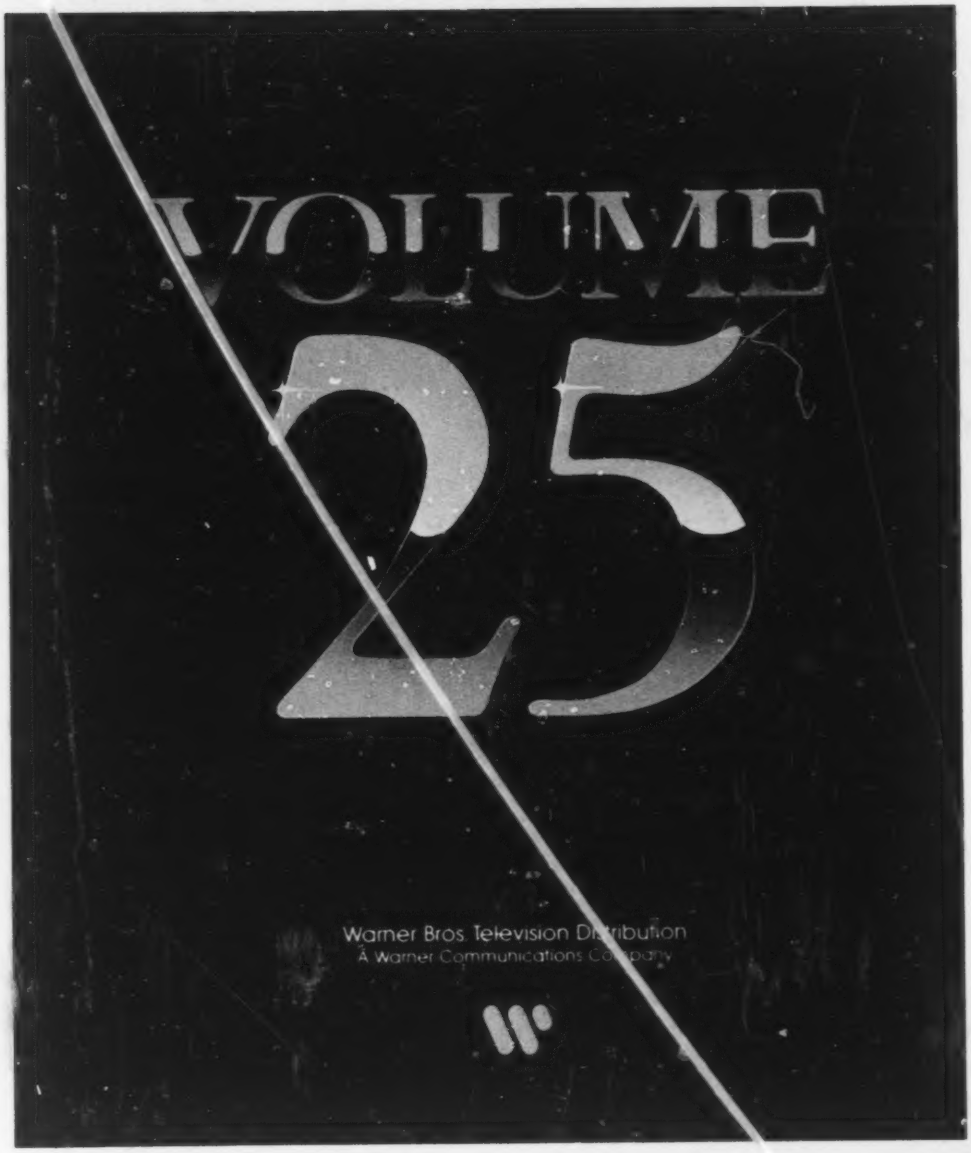
Service	On Air	CP's	Total *
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,868	188	3,056
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

C1750-1

The Fifth Estate

Broadcasting ⚡ Mar 11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54th Year 1985

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Broadcasting ▮ Mar 11

FCC about to open 80-90 floodgates
Frederick becomes RCA's CEO
State broadcasters lobby against ad ban

MORE LIGHT ☐ FCC plans to give AM daytimers edge in gaining new FM channels in 80-90 proceeding. **PAGE 31.**

CAPITAL TIME ☐ Attendees of NAB state association legislative conference in Washington lobby against efforts to ban beer and wine advertising on radio and television. **PAGE 32.**

PASSING BATON ☐ Robert Frederick named chief executive officer of RCA; Bradshaw remains chairman. **PAGE 34.**

BACK ABOARD ☐ Incumbents win seats on NAB board. **PAGE 35.**

BEST DEFENSE ☐ CBS moves to subpoena Turner in wake of reports of possible takeover of company. **PAGE 36.**

EXPANDED OFFERINGS ☐ Three MDS operators poised for spring offering of multichannel television using MDS and ITFS channels. **PAGE 38.**

INITIAL INQUIRY ☐ FTC said to be investigating Motorola on antitrust grounds in AM stereo battle. **PAGE 42.**

FEE TALK ☐ FCC recommends "cost-of-regulation" fees to Congress; broadcasters, common carriers to be affected. **PAGE 42.**

COMPETITIVE QUESTION ☐ Washington policymakers wrestle with how to implement policy authorizing international satellite systems in competition with Intelsat. **PAGE 46.**

CELEBRATION ☐ Cable industry pleased with court of appeals in decision backing cable's First Amendment rights. **PAGE 50.**

HILL QUESTIONING ☐ House members ask Fowler what commission's policy would be on network takeovers. **PAGE 56.**

PILOTING PARADE ☐ CBS and NBC announce fall pilots, ABC's to come March 19. **PAGE 61.**

ABC NUMBER ONE ☐ ABC Information Network is rated top radio network in survey by RADAR. **PAGE 64.**

FOOTBALL RIGHTS ☐ ABC and ESPN signed two-year television rights packages with College Football Association. **PAGE 66.**

PRODUCTION TALK ☐ NATPE conference in Nashville to address local television production. **PAGE 67.**

SATCONFERENCE ☐ Satellite seminar in Los Angeles to address low power DBS, Intelsat competitors. **PAGE 72.**

TURNED DOWN ☐ FCC's Mass Media Bureau rejects American Legal Foundation's complaint against CBS for Vietnam documentary on troop strength. **PAGE 79.**

GOOD TIMING ☐ George Watson, past and present Washington bureau chief for ABC News, has come home with definite plans to reimpress his mark on that news operation. **PAGE 103.**

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day through Friday at 8:30 a.m. with 5,204,000 listeners. Paul Harvey's news and commentary program at 12:06 p.m. took second place followed by CBS Radio Network's news on the hour (Monday-Friday, 7 a.m.), anchored by correspondent Charles Osgood. Paul Harvey's 11:10 a.m. Saturday broadcast and *The Rest of the Story* (Monday-Friday, 3:06 p.m.) finished fourth and fifth, respectively.

Rounding out the top 10 programs are: CBS news on the hour (Monday-Friday, 6 a.m.); CBS news on the hour (Saturday, 9 a.m.); ABC Information Network's 8 a.m. weekday newscast; CBS news on the hour (Saturday, 7 a.m.), and CBS's *First Line Report* (Monday-Friday, 6:30 a.m.).

In other findings, RADAR 30 showed that 75.8% of people, 12 and older, were reached by one or more network radio commercials per week. That translates into 145,608,000 persons nationwide. The audience estimates in the survey are rolling averages, extending over a 48-week period from November 1983 through October 1984. According to SRI, the estimates reflect the processing of about two million network clearance records from more than 5,000 network affiliated stations. In addition, this was only the second RADAR ratings book for Transtar, Satellite Music Network and NBC's Talknet. □

ABC, ESPN pen CFA football deals

Networks pay $31 million, $24 million for 21 and 17 games, respectively

Both ABC and ESPN signed two-year television rights agreements with the College Football Association last week. ABC will pay $31 million to broadcast a minimum 21 games in each year of its two-year pact, while ESPN will pay $24 million to cablecast 17 games annually. Last year, ABC paid $12 million for 20 games and ESPN paid $9.3 million for 15 games.

The ABC agreement was sealed last Wednesday (March 6), less than 12 hours before the expiration of the network's exclusive 30-day negotiating rights period with the CFA. Turner Broadcasting System was waiting in the wings to pick up one or both of the CFA packages, but never received a chance to make an offer as both ABC and ESPN sealed agreements before their exclusive negotiating periods expired.

According to one account, ABC President Frederick Pierce reportedly authorized the payment of a high, some think inflated, rights fee, to retain the CFA package. One source said Pierce directed that the network pay "whatever it takes," to prevent Turner from winning the CFA cable bid. Last year, CFA football earned ESPN its highest rated series to date, with an average 4.0 rating. Word of ESPN's deal broke March 2, a full week before its exclusive negotiating period ran out.

The ABC agreement calls for the network to broadcast its 21 CFA games over 13 or 14 play dates, with the mix of national and regional games to be determined by ABC. The agreement calls for ABC to select its games either 12 days in advance of the play date or

Grammys help CBS to ratings victory

With six of the top 10 shows of the week—including two specials—and only five programs among the bottom 20, CBS scored its 17th prime time win this season and came out 1.7 rating points ahead of second-place NBC and 3.6 rating points ahead of ABC.

Included in the top 10 were the 27th annual Grammy Awards ceremony (CBS), the third part of NBC's *Evergreen* mini-series and "The Wizard of Oz" on CBS. The Grammy Awards averaged a 23.8/35 and delivered CBS a rare Tuesday night win, but the ratings were 33% below last year's Grammy Awards average of 30.7/46.

CBS researchers attributed the decline in part to the competition of NBC's *Evergreen*, which came within nine-tenths of a rating point of the awards show. Also, the 1984 Grammy event saw Michael Jackson win a record eight Grammys for his album, "Thriller."

For the week ended March 3, CBS averaged an 18.3 rating and 28 share, compared to a 16.6/26 for NBC and a 14.7/23 for ABC. The combined network rating/share totaled 49.6/77, more than one rating point below last year's comparable week (50.7/79). HUT levels were virtually flat: 64.6 compared to 64.5 last year.

CBS won Tuesday, Thursday, Friday and Sunday. ABC won Wednesday and Saturday. NBC, for the sixth time in the past 23 weeks, won Monday.

NBC's *The Cosby Show* was the top-ranked program, scoring a 27/41, its highest share of 25 broadcasts and its third highest rating. In season-to-date averages, *The Cosby Show* is now ranked third.

Besides CBS's "The Wizard of Oz," theatricals were among the lowest-rated form of the week. The network premiere of "Still of the Night" on CBS averaged a 10/16. Although it was up against regular lineups on the other networks, it underperformed CBS's *Wednesday Night Movie* season-to-date ratings average by 20% and ranked 62d for the week. And the premiere of the theatrical "Neighbors" on ABC averaged a 9.4/14, ranking 63d, and underperformed ABC's *Thursday Night Movie* season-to-date ratings average by 25%. As was the case with "Still of the Night," "Neighbors" aired against regular programing.

The two-hour premiere of ABC's *Moonlighting*, Sunday, at 9-11 (NYT), averaged an 18.3/28 and ranked 20th. The series then moved into its regular Tuesday 10-11 time period, and in Nielsen's nine overnight metered markets achieved a 22 share, which is better than the 16 share averaged by the four episodes of *Call To Glory* that ran in that time period from Jan. 15 to Feb. 12.

Other specials of the week included ABC's *The Rodney Dangerfield Show*, Sunday 8-9 (NYT), which averaged a 15.2/22 and ranked 35th, and *Getting The Last Laugh*, Tuesday, 10-11 (NYT), which averaged a 9/14 and ranked 64th out of 65 programs. Both specials underperformed their season-to-date time period averages.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	27.0/41
2.	Dynasty	ABC	24.8/37
3.	Family Ties	NBC	24.2/36
4.	Grammy Awards	CBS	23.8/35
5.	Simon & Simon	CBS	23.2/36
6.	Evergreen, part 3	NBC	22.9/33
7.	Dallas	CBS	22.6/37
8.	60 Minutes	CBS	22.5/36
9.	Murder, She Wrote	CBS	21.6/31
10.	The Wizard of Oz	CBS	21.2/34
11.	Evergreen, part 2	NBC	20.9/32
12.	Hotel	ABC	20.4/34
13.	Knots Landing	CBS	20.3/34
14.	Crazy Like a Fox	CBS	20.2/29
15.	TV Bloopers & Prac. Jokes	NBC	20.2/29
16.	Cheers	NBC	19.9/29
17.	A Team	NBC	19.3/27
18.	Trapper John, M.D.	CBS	18.9/31
19.	Newhart	CBS	18.7/27
20.	Moonlighting	ABC	18.3/28
21.	Kate & Allie	CBS	18.2/26
22.	Highway to Heaven	NBC	18.1/28
23.	Night Court	NBC	17.4/27
24.	A Bunny's Tale	ABC	17.3/26
25.	Diff'rent Strokes	NBC	17.2/29
26.	Magnum, P.I.	CBS	17.1/26
27.	Facts of Life	NBC	17.1/26
28.	Fall Guy	ABC	16.9/26
29.	Knight Rider	NBC	16.9/24
30.	Scarecrow & Mrs. King	CBS	16.5/24
31.	Hardcastle & McCormick	ABC	16.4/24
32.	Double Trouble	NBC	15.6/26
33.	Cagney & Lacey	CBS	15.5/25
34.	Gimme a Break	NBC	15.4/26
35.	Rodney Dangerfield Show	ABC	15.2/22
36.	T.J. Hooker	ABC	15.1/26
37.	Sara	NBC	14.8/22
38.	Hill Street Blues	NBC	14.6/25
39.	20/20	ABC	14.5/24
40.	Webster	ABC	14.5/23
41.	St. Elsewhere	NBC	14.2/23
42.	Charles in Charge	CBS	14.2/22
43.	Secret Weapons	NBC	13.8/21
44.	Love Boat	ABC	13.7/23
45.	Cover-Up	CBS	13.6/25
46.	Miami Vice	NBC	13.6/22
47.	Benson	ABC	13.4/22
48.	Who's The Boss?	ABC	13.4/19
49.	It's Your Move	NBC	13.3/22
50.	E/R	CBS	13.3/20
51.	MacGruder and Loud	ABC	13.3/18
52.	Airwolf	CBS	13.2/22
53.	Finder of Lost Loves	ABC	13.1/24
54.	Three's A Crowd	ABC	12.8/19
55.	Ripley's Believe It Or Not	ABC	12.5/20
56.	Punky Brewster	NBC	12.5/19
57.	Street Hawk	ABC	11.6/18
58.	Time Bomb	NBC	10.8/17
59.	Silver Spoons	NBC	10.7/17
60.	Matt Houston	ABC	10.6/17
61.	Otherworld	CBS	10.0/17
62.	Still of the Night	CBS	10.0/16
63.	Neighbors	ABC	9.4/14
64.	Getting the Last Laugh	ABC	9.0/14
65.	Berrenger's	NBC	8.6/16

*indicates premiere episode

Jamestown, Tenn. Filed Mar. 4.

■ El Paso—El Paso County Community College District seeks ch. 38; ERP vis. 89 kw; aur. 8.9 kw; HAAT: 1,189 ft.; ant. height above ground: 283 ft. Address: P.O. Box 20500, 79998. Principal is public two-year institution headed by Arturo Lightborn, president, board of trustees. It has no other broadcast interests. Filed Feb. 28.

Facilities Changes

Applications

AM's

Tendered

■ WKBJ (1600 khz) Milan, Tenn.—Seeks CP to increase power to 2.5 kw. App. Feb. 27.

Accepted

■ KLLK (1250 khz) Willits, Calif.—Seeks MP to modify allowable radiation for daytime DA. App. Feb. 28.

■ WLS (890 khz) Chicago—Seeks CP to replace aux. ant. App. Feb. 27.

■ KCOG (1400 khz) Centerville, Iowa—Seeks CP to change nighttime power to 1 kw. App. Feb. 28.

■ KORK (920 khz) Las Vegas—Seeks mod. of lic. to operate transmitter by remote control. App. Feb. 27.

■ KLAT (1010 khz) Houston—Seeks MP to make changes in daytime monitoring point radials. App. Feb. 26.

FM's

Accepted

■ KZLA-FM (93.9 mhz) Los Angeles—Seeks mod. of CP to change TL; change ERP to 49 kw, and change HAAT to 720 ft. App. Feb. 28

■ *KEFR (89.9 mhz) Le Grand, Calif.—Seeks CP to change ERP to .236 kw and change HAAT to 1,967 ft. for aux. transmitter and ant. App. Feb. 28.

■ KCAL-FM (96.7 mhz) Redlands, Calif.—Seeks mod. of CP to change ERP to 1.77 kw and change HAAT to 376 ft. App. Feb. 28.

■ WWKA (92.3 mhz) Orlando, Fla.—Seeks mod. of CP to change SL ¼ mile outside community of lic. App. Feb. 28.

■ KIPO-FM (93.5 mhz) Lihue, Hawaii—Seeks CP to change TL and change ERP to 3 kw. App. Feb. 28.

■ New (101.5 mhz) Lewiston, Idaho—Seeks mod. of CP to change TL and change HAAT to 848 ft. App. Feb. 28.

■ WJMK (104.3 mhz) Chicago—Seeks CP to change TL; change ERP to 4.1 kw, and change HAAT to 1574.4 ft. App. Feb. 28.

■ New (96.7 mhz) Rushville, Ill.—Seeks mod. of CP to change HAAT to [illegible] ft. App. Feb. 28.

■ WLKI (100.1 mhz) Angola, Ind.—Seeks CP to change HAAT to 325 ft. App. Feb. 28.

■ WBWB (96.7 mhz) Bloomington, Ind.—Seeks CP to change ERP to 1.66 kw and change HAAT to 439.5 ft. App. Feb. 28.

■ WXKS-FM (107.9 mhz) Medford, Mass.—Seeks CP to change ERP to 23.5 kw. App. Feb. 28.

■ KJAQ (99.3 mhz) Gordonville, Mo.—Seeks mod. of CP to change SL to 1301 Woodland Drive, Jackson, Mo. App. Feb. 28.

■ KZMT (101.1 mhz) Helena, Mont.—Seeks mod. of CP to change ERP to 95 kw. App. Feb. 28.

■ WCSM-FM (96.7 mhz) Celina, Ohio—Seeks CP to change TL and change HAAT to 328 ft. App. Feb. 28.

■ WLLT (94.9 mhz) Fairfield, Ohio—Seeks mod. of CP to change ERP to 31 kw. App. Feb. 28.

■ WMVO-FM (93.7 mhz) Mount Vernon, Ohio—Seeks mod. of lic. to install new transmission sys. App. Feb. 28.

■ WXKW (104.1 mhz) Allentown, Pa.—Seeks CP to install aux. sys. at main ant. with, ERP 50 kw and HAAT 485 ft. App. Feb. 28.

■ WYZZ (92.9 mhz) Wilkes-Barre, Pa.—Seeks mod. of CP to change SL to Avoca, Pa. App. Feb. 28

■ WDSC-FM (92.9 mhz) Dillon, S.C.—Seeks mod. of CP to change TL and change HAAT to 1,800 ft. App. Feb. 28.

■ New (96.1 mhz) N. Charleston, S.C.—Seeks mod. of CP to change HAAT to 537 ft. App. Feb. 27.

■ KLSF (96.9 mhz) Amarillo, Tex.—Seeks mod. of CP to change HAAT to 599 ft. App. Feb. 28.

■ KOUL (103.3 mhz) Sinton, Tex.—Seeks CP to change TL and change HAAT to 943 ft. App. Feb. 28.

■ KJQN-FM (95.5 mhz) Ogden, Utah—Seeks CP to change TL; change ERP to 75 kw, and change HAAT to 2,292 ft. App. Feb. 28.

■ WJJH (95.9 mhz) Ashland, Wis.—Seeks CP to change freq. to 96.7 mhz. App. Feb. 28.

■ WKAU-FM (104.9 mhz) Kaukauna, Wis.—Seeks CP to change ERP to 1.35 kw. App. Feb. 28.

■ KYCN-FM (101.7 mhz) Wheatland, Wyo.—Seeks mod. of CP to change HAAT to 126 ft. and change ERP to 3 kw. App. Feb. 28.

TV

Accepted

■ *WHA-TV (ch. 21) Madison, Wis.—Seeks CP to change ERP to vis. 1,025 kw, aur. 102.5 kw; change TL; change HAAT to 1,529 ft., and make changes in ant. sys. App. Feb. 26.

Actions

AM's

■ WBAM (740 khz) Montgomery, Ala.—Granted app. to change TL and make changes in ant. sys. Action Feb. 19.

■ WRFC (960 khz) Athens, Ga.—Returned app. to increase night power to 2.5 kw; change TL, and make changes in ant. sys. Action Feb. 21.

■ WUFF (710 khz) Eastman, Ga.—Returned app. to increase power 2.5 kw. Action Feb. 21.

■ KTNC (1230 khz) Falls City, Neb.—Granted app. to increase nighttime power to 1 kw. Action Feb. 25.

■ KXL (750 khz) Portland, Ore.—Granted app. to make changes in ant. sys. Action Feb. 25.

■ KENU (1330 khz) Enumclaw, Wash.—Granted app. to add night service with 500 w; install DA-N, and make changes in ant. sys. Action Feb. 21.

■ KGHO (1560 khz) Hoquiam, Wash.—Granted app. to add night service with 250 w; change freq. to 1490 khz, and make changes in ant. sys. Action Feb. 26.

FM's

■ WBIL-FM (95.9 mhz) Tuskegee, Ala.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 317.8 ft. Action Feb. 15.

■ KFXE (92.3 mhz) Pine Bluff, Ark.—Granted app. to change TL and change HAAT to 982 ft. Action Feb. 15.

■ KRQK (100.9 mhz) Lompoc, Calif.—Granted app. to change ERP to .302 kw and change HAAT to 1,033 ft. Action Feb. 15.

■ KXOA-FM (107.9 mhz) Sacramento, Calif.—Granted app. to change TL and change HAAT to 401.8 ft. Action Feb. 21.

■ KKUS (98.1 mhz) San Luis Obispo, Calif.—Granted app. to install different transmission line and lower ant. gain. Action Feb. 15.

■ WAXY-FM (105.9 mhz) Fort Lauderdale, Fla.—Granted app. to replace DA; change ERP to 100 kw, and change HAAT to 1,022 ft. Action Feb. 15.

■ WLBJ-FM (96.7 mhz) Bowling Green, Ky.—Granted app. to change ERP to 1.7 kw and change HAAT to 426 ft. Action Feb. 15.

■ WZOU (94.5 mhz) Boston—Granted app. to change ERP to 11.6 kw. Action Feb. 15.

■ WUPE (95.9 mhz) Pittsfield, Mass.—Granted app. to change ERP to 1 kw. Action Feb. 15.

■ KBMV-FM (107.1 mhz) Birch Tree, Mo.—Granted app. to change TL; change ERP to 2 kw, and change HAAT to 358 ft. Action Feb. 15.

■ KMJM (107.7 mhz) St. Louis—Granted app. to change TL; change HAAT to 1,019 ft., and make changes in ant. sys. Action Feb. 14.

■ WDHA-FM (105.5 mhz) Dover, N.J.—Granted app. to change ERP to 1 kw and change HAAT to 564.8 ft. Action Feb. 20.

■ WDHA-FM (105.5 mhz) Dover, N.J.—Granted app. to make changes in ant. sys. Action Feb. 22.

■ WHTZ (100.3 mhz) Newark, N.J.—Granted app. to install aux. sys.; change ERP to 7 kw, and change HAAT to 1,240 ft. Action Feb. 21.

■ WGFM (99.5 mhz) Schenectady, N.Y.—Granted app. to install aux. ant. Action Feb. 15.

■ WHMQ (100.5 mhz) Findlay, Ohio—Dismissed app. to change TL and change HAAT to 440 ft. Action Feb. 22.

■ WYTK (95.3 mhz) Washington, Pa.—Granted app. to change ERP to 2.15 kw. Action Feb. 21.

■ WFKX (95.9 mhz) Henderson, Tenn.—Granted app. to change HAAT to 314 ft. and increase tower height to 300 ft. Action Feb. 15.

■ KDNT-FM (94.5 mhz) Gainesville, Tex.—Granted app. to change TL and change HAAT to 1,111 ft. Action Feb. 20.

■ KSRR (96.5 mhz) Houston—Granted app. to relicense former main as aux. with reduced power. Action Feb. 15.

■ KWTX-FM (97.5 mhz) Waco, Tex.—Granted app. to change ERP to 100 kw. Action Feb. 15.

■ WJKC (95.1 mhz) Christiansted, V.I.—Granted app. to change TL; change HAAT to 816.7 ft., and make changes in ant. sys. Action Feb. 19.

■ KLYK (105.5 mhz) Longview, Wash.—Granted app. to install aux. ant. sys. Action Feb. 15.

■ WRLO-FM (105.3 mhz) Antigo, Wis.—Granted app. to make changes in ant. sys. Action Feb. 19.

■ KOTB (106.3 mhz) Evanston, Wyo.—Granted app. to change TL and change HAAT to 1,523 ft. Action Feb. 14.

TV's

■ KUEC (ch. 24) Ogden, Utah—Granted app. to change ERP to vis. 4,900 kw, aur. 490 kw; change HAAT to 780 ft., and change TL. Action Feb. 21.

■ WMSN-TV (ch. 47) Madison, Wis.—Granted app. to change ERP to vis. 1,007 kw, aur. 100 kw; change HAAT to 1,167 ft., and change TL. Action Feb. 21.

In Contest

Review Board made following decisions:

Las Vegas and Winchester Township, Nev. (Voce Intersectrio Verdad America Inc., et al) FM Proceeding. Scheduled oral argument for March 15 on exceptions to initial decision of ALJ Edward Luton granting app. of William H. Hernstadt for new FM station at Winchester Township and denying apps. of Voce, JaDonn Communications Inc. and Lorraine Walker Arms for Las Vegas. Each party has 20 minutes for argument. Voce, JaDonn and Arms may reserve part of their time for rebuttal. By letter, Feb. 12.

Ithaca, N.Y. (Ithaca TV Associates and L. Richard Stumbar)

Summary of broadcasting
as of January 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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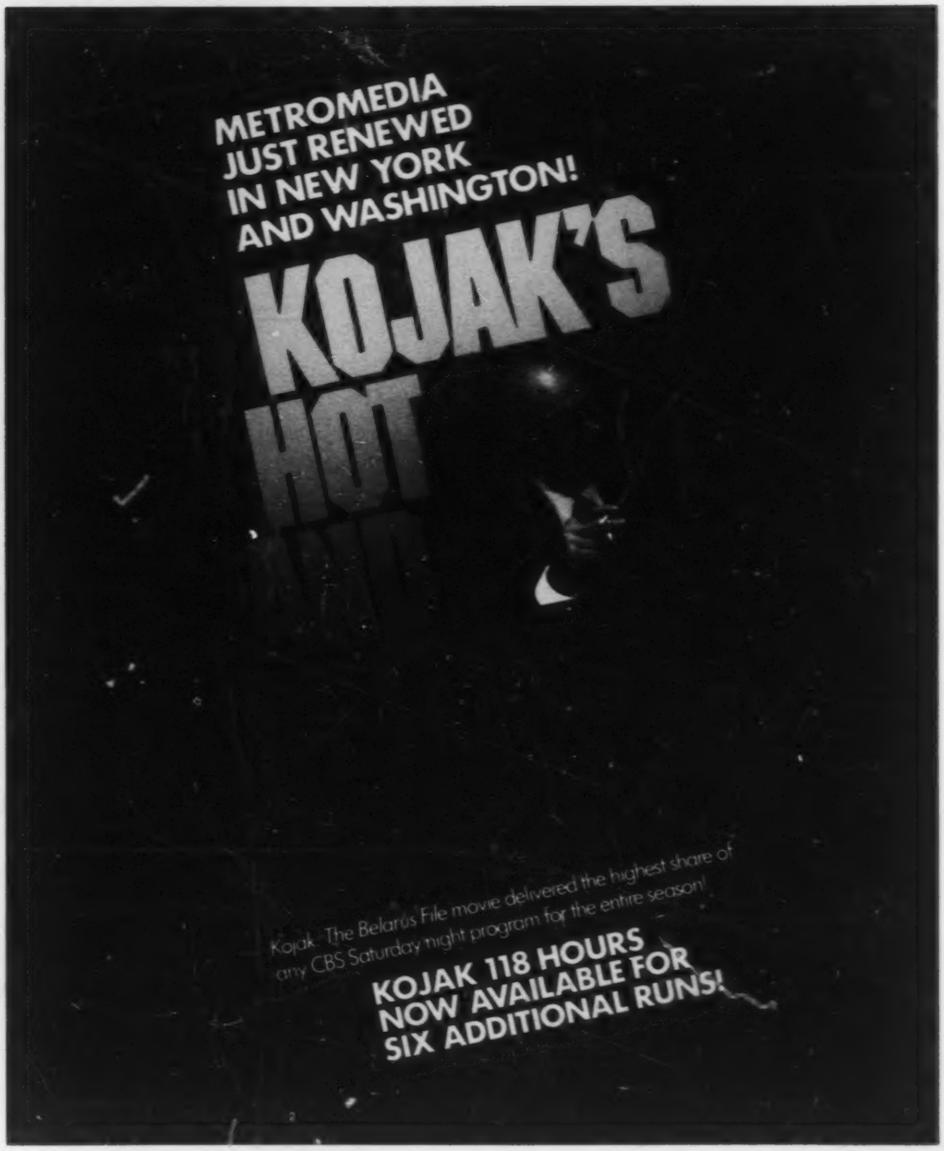
The Fifth Estate

Broadcasting Mar18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Vol. 108 No. 11

Broadcasting Mar 18

AM daytimers get boost in 80-90 allocations
Stereo television: coming of age
Old television shows: forever young

CLEARING THE WAY □ FCC votes AM daytimers preference as it decides how to implement its docket 80-90 proceeding. **PAGE 27.**

TOP-LEVEL MOVES □ ABC reorganizes upper management in Broadcast Group, bringing key executives closer to Tony Thomopoulos. Move is seen to streamline finances and speed up creative decisions. **PAGE 30.**

AD FRONT □ Anheuser-Busch and Seagram begin alcohol advertising campaign. A-B uses sports star Steve Garvey, who tells public to drink responsibly. Seagram compares alcohol contents of beer and wine to liquor. **PAGE 33.**

UP AND COMING □ Movement to shift to television stereo transmission gaining momentum as 26 stations, to date, are using new technology. More expected to follow as equipment and stereo programing become more readily available. **PAGE 38.**

CPI, C-P-M COMPARISIONS □ Bates media survey finds most media categories, except spot television and spot radio, have outpaced inflation in past 10 years. **PAGE 48.**

RERUN FOR THE ROSES □ Growing number of independent stations and price tags of newer series has helped fuel a resurgence in syndication of "vintage" series. **PAGE 54.**

ON THE BOARDS □ ABC announces list of 27 pilots for fall 1985. **PAGE 59.**

COUNTRY CAVALCADE □ Increased competition and movement to ban beer and wine commercials are hot topics at the Country Radio Broadcasters meeting in Nashville. **PAGE 60.**

CABLE EMMYS □ NCTA forms National Cable Academy to oversee Ace awards program. **PAGE 65.**

LOOKING GOOD □ CBS Chairman Tom Wyman, at security analysts meeting, tells of upbeat financial picture, blasts Turner. **PAGE 66.**

SCHORR LEAVES □ Daniel Schorr and CNN part ways after two fail to come to agreement on new contract. **PAGE 68.**

QUELLO BLAST □ FCC commissioner Quello takes press to task for what he calls its "adversarial mentality." **PAGE 69.**

COPYRIGHT TERMS □ Cable, broadcasters and sports and movie interests come to agreement on copyright plan. **PAGE 71.**

ADDITIONAL REQUEST □ NPR asks CPB for $1.3 million to help get network through expected shortfall. **PAGE 71.**

WRITER'S BLOCK □ WGA members postpone vote on contract. Share of profits from videocassete sales remains point of contention. **PAGE 85.**

TAKING A STAND □ Ambassador Diana Lady Dougan brings confidence and determination to a tough post at the State Department. **PAGE 111.**

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Bates survey shows media costs outpacing inflation

Only spot television and spot radio stay below 10-year CPI numbers

All but two of the nine major advertising media components will have boosted their costs-per-thousand farther and faster than the rise in general inflation in the decade extending through 1985, according to a media trend analysis by Ted Bates Advertising, New York.

The two categories with cost increases below the rate of inflationary growth: spot television and spot radio.

The Bates study, latest in a long series of annual media trend analyses by the agency, uses media cost and consumer price index (CPI) data for the years 1976-1984 and estimates data for the current year. On this basis, Bates figures that by the end of 1985, the CPI will be 90% higher than it was in 1976, while spot television's C-P-M will have risen 79% and spot radio's 80% over the same 10-year span.

For the other major media elements, Bates estimates that the 10-year C-P-M growth will amount to 210% for evening network television, 143% for daytime network TV, 100% for network radio, 119% for magazines, 123% for newspapers, 116% for newspaper supplements and 126% for outdoor.

For all of the analyzed media elements collectively, including spot radio and spot TV, Bates expects the 10-year increase in C-P-M to be 122%, or 36% more than the CPI's rise in the same period.

The study, which Bates titled "A Decade at the Races," also compared the relationship between CPI and C-P-M's of all the media elements individually, to see if there might be some meaningful connection. It found "a mixture of peaks and valleys which dramatically illustrates that there is no apparent correlation between C-P-M and inflationary growth."

While most C-P-M's rose more than the CPI, Bates noted that some C-P-M's rose considerably more than others. For instance: "This decade began, for both network television elements, with C-P-M increases that substantially exceeded those of the CPI. When compounded over the entire 10-year period, these collective network increases have led to an overall C-P-M growth that greatly exceeds inflation. Daytime network television posted an aggregate increase of 143%, and evening network television exhibited an alarming 210% C-P-M increase, representing the largest increase of all re-

Cost-Per-Thousand Trends

	Day Net TV	Eve Net TV	Spot TV	Net Radio	Spot Radio	Magazines	Newspapers	Supplements	Outdoor	Other
1976	0	0	0	0	0	0	0	0	0	0
1977	29	26	5	8	9	9	8	18	8	7
1978	39	38	5	17	15	20	17	20	20	16
1979	46	55	14	23	21	28	26	30	34	29
1980	62	76	23	32	29	44	39	43	48	46
1981	74	88	30	41	38	60	57	58	63	61
1982	90	132	41	51	46	77	74	78	80	70
1983	100	149	52	65	57	88	91	86	91	76
1984	116	186	69	82	68	101	108	99	109	83
1985 (est.)	143	210	79	100	80	119	123	116	126	90

National Expenditure Trends

	Net TV	Spot TV	Magazines	News/ Supplements	Radio	Outdoor	CPI
1976	100	100	100	100	100	100	100
1977	121	102	121	110	110	115	107
1978	139	121	145	115	123	122	116
1979	161	133	164	132	133	141	129
1980	180	152	176	146	154	144	146
1981	195	173	197	168	178	166	161
1982	217	202	207	183	189	185	170
1983	246	223	237	204	214	203	176
1984	284	253	271	224	246	218	183

Average Yearly Percent Increase in C-P-M

Category	76-79	80-81	1982	1983	1984	1985 *
Broadcast						
Daytime network TV	17	9	9	5	8	12
Evening network TV	14	10	24	7	15	9
Spot TV	10	6	9	8	11	6
Network radio	8	8	7	10	10	10
Spot radio	8	7	6	7	7	7
Print						
Magazines	7	11	11	6	7	9
Supplements	8	10	12	5	7	8
Newspapers	9	12	10	10	9	7
Outdoor						
Posters	9	10	10	6	8	8
CPI	8	11	6	3	4	4

* projection

Top and bottom tables report trends in index form, with 1976, the base year, indexed at 100. Estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, milline black and white for newspapers, one page four-color for supplements, and 100 showing for outdoor through 1981 and increases in 50 showing for 1982-85. C-P-M's are based on women 18+ for day network, total persons 2+ for evening network, TV households for spot TV, persons 12+ for radio, circulation for magazines, newspapers and supplements and total population for outdoor. Sources for audience information: network and spot TV, A.C. Nielsen; network radio, RADAR; spot radio, Arbitron; magazines, Magazine Publishers Association; newspapers, Newspaper Advertising Bureau; supplements, Standard Rate & Data; outdoor, Outdoor Bureau and estimates. Advertising expenditure and GNP data from Television Bureau of Advertising. CPI is based on increases in yearly average rather than December to December. Figures for 1985 are Ted Bates estimates.

ported media elements.

"Thus both network dayparts not only outdistanced inflation but all other media elements as well. Contrast this network television performance with spot television's increase of only 79% and it is apparent that the television network/spot C-P-M relationship has undergone a major change, obviously favoring the spot medium."

Network and spot radio C-P-M increases, the study continues, "lagged behind inflation for much of the decade" but in the last few years have "exceeded the moderate CPI growth rate and are now at comparable levels to that of inflation—100% for network radio and 80% for spot radio, versus 90% for inflation."

The print media and outdoor "closely shadowed the path of inflation through 1981," the report says, but since then have risen "considerably" more than the CPI and thus "ended the decade substantially ahead of inflation."

Reviewing the 10 years, Bates noted "a dramatic rise" in the costs of all media early in the period, followed by much slower growth in 1980-81, even though the CPI's growth rate was peaking then at 11% a year. But then, when inflation began to cool and further moderation in costs seemed a reasonable expectation, Bates said, an outbreak of increases turned 1982 into "a boomerang year, a banner year for media C-P-M increases." The next year, however, the CPI's growth rate dropped to 3% from 6% and media C-P-M's seemed "finally" to have joined "the disinflation trend in the economy" even though in most cases their increases were "at least double that of the inflation rate."

As for 1984, Bates calls that the year of "the big gap," when the distance between inflationary growth and the increase in media costs remained wide and in some cases widened even though the CPI growth was down to 4%.

"Network television, as usual, continued to lead the pack with a 15% C-P-M increase in prime time and an 8% increase in daytime," the report asserts. "These were considerably higher increases than in the previous year and were partially due to the influence the Olympics and national elections had on the network television marketplace. Spot television also had a larger C-P-M increase (11%) than in the previous year, also due in part to increased local activity relating to the Olympics and national elections.

"Radio repeated its increases of the previous year—10% for network and 7% for spot. [Of the] print media, magazines and supplements both experienced a slight increase to 7%, while newspapers declined to 9%. Outdoor C-P-M's increased moderately over the previous year to 8%."

For advertising as a whole, the 10-year period was "a healthy one," Bates said, with advertising volume outpacing the growth of gross national product (GNP) in every year but one (1977, when their growth rates were equal). As a percentage of GNP, advertising volume "has been steadily increasing since the beginning of the decade, reaching 2.37% in 1984 and in 1985 a projected 2.44%, which represents the highest point in the last quarter of a century."

In addition, Bates continued, "throughout the decade the percentage of national advertising expenditures to local expenditures has remained fairly consistent at 27% to 28%, a relationship that is expected to continue."

National advertising expenditures for six broad media categories far exceeded the CPI increases of 90% for the decade, ranging from a high of 184% for network television to a low of 118% for outdoor. Within that range, spot TV expenditures were up 153% for the 10-year period, radio was up 146%, magazines were up 171% and newspapers and supplements together were up 124%.

And what of 1985? Bates sees it as "a good year from an inflation standpoint," with CPI growth remaining steady at 4% and with "most media C-P-M increases [reflecting] little change from 1984." The agency also observes "an interesting phenomenon" in that "the two network television elements appear to be reversing themselves, with daytime network television posting a 12% increase versus 8% in 1984, while the evening network television C-P-M increase declines substantially from 15% in 1984 to 9% in 1985."

"With the Olympics and the national election variable eliminated," Bates concludes, "spot television C-P-M growth will be virtually halved—a 6% C-P-M increase. Radio is expected to hold the line once again with the same C-P-M increases as those of the previous year (10% for network and 7% for spot). Magazines and supplements should see a slight rise to 9% and 8% respectively, while newspapers will post their lowest increases of the decade—7%. Outdoor should remain constant at an 8% increase."

The report ends with an assessment and a hopeful note:

"This analysis underscores the dynamic changes in the relative C-P-M performance of the nine media elements in the last decade. The television network elements, manifesting the largest increases over the last 10 years, have today become considerably more expensive, especially in relation to the media elements at the other end of the spectrum, in particular spot television. These shifts in C-P-M relationships among media elements mandate a continuing reassessment by advertisers/agencies regarding media values and options.

"If inflation continues to be controlled, hopefully the decade's historical spread between media increases and CPI will narrow in the future and advertisers will be offered some relief from escalating C-P-M trends they have had to contend with in the last decade." □

Getting the most of ad research

ARF conference spells out new methodology for developing better television advertising

The latest developments in research and its contributions to advertising were outlined last week at the 31st annual conference of the Advertising Research Foundation

Approximately 2,000 executives gathered at the New York Hilton for two days of discussions on subjects including briefer television commercials, media research expenditures and the new electronic media.

The importance of research in launching a new product was explored by Charles E. Overhoiser, senior vice president and director of strategic planning, Kenyon & Eckhardt He focused on California Cellars wine, which was launched in 1979, after research showed that the wine category had a high projected growth rate.

Additional research, he continued, showed that the main thrust of the advertising should be toward the frequent wine drinker who buys according to taste. The advertising emphasis, he said, was on a blind taste test of wines by the frequent wine drinkers, which was placed on TV and in newspapers.

Jack J. Honomichl, president of the Marketing Aid Center, reported on an ARF-sponsored study on advertising/media audience research expenditures. Based on information supplied by 13 research organizations, Honomichl said, 8,037 television commercials were tested in 1984, up from 6,357 in 1978 but down from 8,066 in 1983.

Including both the broadcast and the print media, Honomichl said, advertising testing activity in 1984 was 26% higher than in 1978 but slightly down from 1983. He said he had tried to set up indices for local radio and TV stations in the top 25 markets but said the number of cooperating stations was too low. He noted that only 16 TV stations and 21 radio stations participated in the study. He said the 21 radio stations spent a total of slightly more than $2 million in 1983, up from $1.6 milion in 1982. In television, the 16 reporting stations invested about $3.5 million in 1983, an increase of 15% over 1982.

Edith Gilson, senior vice president in charge of research and planning for the J. Walter Thompson Co., reported on a study among 5,600 adult respondents on their views toward shorter television commercials. Gilson said the study corroborated JWT's belief that 15-second spots can be effective but had some drawbacks. She pointed out that respondents described 15's as "less warm, less believable but more irritating and more confusing." She said copy research must be undertaken to define these limitations within individual commercials.

"The shorter-length commercial can be a very effective and value-added message unit," she maintained, "provided we execute them with high regard for their quality and viewer appeal and we exercise responsible restraint in their proliferation."

Laurence N. Gold, vice president, marketing, Electronics Research into Marketing Information Services, A.C. Nielsen Co., discussed the upcoming test of ERIM next month in Springfield, Mo., and Sioux Falls, S.D. In this project, the accent will be on test marketing of new products. Test commercials will be delivered to both cable and noncable homes, he said, so that the bias of cable-only systems will be eliminated. □

INTV logs spot dollars of top advertisers

Association says top 25 spot advertisers placed 55% of their budgets on independents; Procter & Gamble leads list of advertisers on indies

The 25 biggest spot television advertisers last year put $774,792,000, or 55% of their spot-TV budgets, on independent television stations, according to estimates by the Association of Independent Television Stations (INTV). The independents' own 25 best customers spent $790,007,000, or 58% of their spot outlays, with them.

Many of television's 25 biggest spot spenders—a list determined by estimates collected for the Television Bureau of Advertising by Broadcast Advertisers Reports—put the bulk of their 1984 spot money on independents, according to INTV. Among them: Procter & Gamble, 67%; General Mills, 79%; General Foods, 62%; Anheuser-Busch, 84%; Hasbro-Bradley, 94%; Warner-Lambert, 82%, and Toyota Motor Sales, 52% (see chart).

INTV found little quarter-to-quarter variation in independent usage by the big spenders. A comparison of the top 25 for the full year with the top 25 for the first three quarters found 23 advertisers on both lists. The exceptions were Hasbro-Bradley and Mattel, seasonal advertisers of toys (which channelled 94% and 95% of their respective full-year budgets into independent television). Otherwise, INTV said, the top 25 did not vary much in the full year from the share patterns established in the first nine months: Anheuser-Busch went from 87% in the first three quarters to 84% for the full year; Nabisco went from 53% to 59%; Reynolds Metals from 66% to 63%.

INTV said that to estimate independent shares of spot spending, BAR data was used for 15 markets selected from BAR's 75-market universe. The 15 were said to be representative of BAR's markets where independents compete with affilates, and to approximate the number of independent stations per market, and their share per market, as found in BAR's 75-market universe. The 15 markets, which represent 42% of the TV homes and 45% of the advertising volume of the 75 markets, were New York, Chicago, Los Angeles, Philadelphia, San Francisco, Washington, Dallas, St. Louis, Denver, Indianapolis, Nashville, New Orleans, Norfolk, Va., Tampa, Fla., and Alberquerque, N.M.

BAR's unit-cost estimates were used throughout, according to INTV, which also offered this caution: "The average independent share of spot TV revenue may be inflated because cost estimates do not distinguish between barter (nonpaid) and paid spot TV activity. The BAR 15-market analysis reflects data for all monitored weeks within the quarter. The use of this data is for targeting advertisers and targeting share." ☐

Top 25 spot advertisers, 1984

Company	Total spot TV expenditures ($000)	Independent share (%) of spot TV dollars	Independent expenditures ($000)
1. Procter & Gamble	$239,329,000	67%	$160,350,000
2. General Foods	96,673,000	62	59,937,000
3. General Mills	91,025,000	79	71,910,000
4. Pepsico	84,984,000	40	33,994,000
5. Coca-Cola	60,633,000	51	30,923,000
6. Lever Bros.	59,122,000	42	24,831,000
7. Toyota Motor Sales	58,337,000	52	30,335,000
8. Beatrice	56,146,000	25	14,037,000
9. Anheuser-Busch	53,647,000	84	45,063,000
10. Dart & Kraft	52,832,000	41	21,661,000
11. Philip Morris	44,809,000	44	19,716,000
12. Hasbro Bradley	42,952,000	94	40,375,000
13. Mars Inc.	42,780,000	73	31,229,000
14. Nissan	41,022,000	33	13,537,000
15. Warner-Lambert	40,920,000	82	33,554,000
16. Kellogg	40,641,000	65	26,417,000
17. Ford	40,598,000	27	10,961,000
18. Nestle	38,893,000	35	13,613,000
19. General Motors	38,358,000	28	10,740,000
20. Ralston Purina	35,451,000	25	8,863,000
21. MCI Communications	32,829,000	37	12,147,000
22. Nabisco Brands	30,444,000	59	17,962,000
23. Time Inc.	30,133,000	58	17,477,000
24. Chrysler	30,098,000	33	9,932,000
25. American Home Products	29,285,000	52	15,228,000
TOTAL	$1,411,941,000	55%	$774,792,000

Top 25 spot advertisers on independents, 1984

Company	Independent expenditures ($000)	Independent share (%) of spot TV dollars
1. Procter & Gamble	$160,350,000	67%
2. General Mills	71,910,000	79
3. General Foods	59,937,000	62
4. Anheuser-Busch	45,063,000	84
5. Hasbro Bradley	40,375,000	94
6. Pepsico	33,994,000	40
7. Warner-Lambert	33,554,000	82
8. Mars Inc.	31,229,000	73
9. Coca-Cola	30,923,000	51
10. Toyota Motor Sales	30,335,000	52
11. Kellogg	26,417,000	65
12. Lever Bros.	24,831,000	42
13. Dart & Kraft	21,661,000	41
14. Philip Morris	19,716,000	44
15. Nabisco Brands	17,962,000	59
16. Time Inc.	17,477,000	58
17. A.H. Robins	16,165,000	58
18. American Home Products	15,228,000	52
19. Beatrice	14,037,000	25
20. Reynolds Metals	13,719,000	63
21. Nestle	13,613,000	35
22. Mattel	13,561,000	95
23. Nissan	13,537,000	33
24. Colgate-Palmolive	12,266,000	57
25. MCI Communications	12,147,000	37
TOTAL	$790,007,000	58%

Top 20 spot categories on independents, 1984

Category	Total spot TV expenditures ($000)	Independent share (%) of spot TV dollars	Independent expenditures ($000)
1.Food & food products	$884,765,000	45%	$398,144,000
2.Automotives	562,729,000	34	191,328,000
3.Confectionary, soft drinks	334,824,000	52	174,108,000
4.Toiletries, toilet goods	262,818,000	52	136,665,000
5.Consumer services	221,753,000	33	73,178,000
6.Beer, wine	204,824,000	47	96,267,000
7.Travel, hotels, resorts	183,370,000	24	44,009,000
8.Household equipment, supplies	178,704,000	43	76,843,000
9.Proprietary medicines	147,898,000	56	82,823,000
10.Soaps, polishes, cleaners	144,213,000	57	82,201,000
11.Sporting goods, toys	140,497,000	90	126,447,000
12.Publishing, media	126,695,000	48	60,814,000
13.Apparel, footwear, accessories	112,780,000	43	48,470,000
14.Gasoline, lubricants, other fuels	104,323,000	34	35,470,000
15.Home electronics equipment	76,167,000	44	33,513,000
16.Jewelry, optical goods, cameras	70,152,000	38	26,658,000
17.Insurance	67,292,000	38	25,571,000
18.Office equipment, computers	63,483,000	24	15,236,000
19.Building material, equipment	56,267,000	44	24,757,000
20.Pet foods, supplies	55,987,000	44	24,634,000
TOTAL TOP 25	$3,999,541,000	44%	$1,777,136,000

Basketball cuts into network numbers

The combined network prime time ratings for the week ended March 10 were the second lowest of the 24-week-old season. Except for NBC's Thursday night lineup, where *The Cosby Show*, *Family Ties* and *Cheers* broke season records, many network series suffered their worst performance since the 1984 Christmas/New Year's holiday week —a traditional low viewing period.

Nielsen's national prime time ratings showed CBS the winner for the 18th time this season, averaging a 16.2 rating and a 26 share, compared to a 15.8/25 for NBC and a 14.5/23 for ABC. CBS won Monday, Friday, Sunday and tied with NBC on Thursday. NBC—as it has for 18 of the 24 weeks—won Tuesday. ABC won Wednesday and Saturday.

The combined network rating/share totaled 46.5/74, compared to a 47.4/75 for the comparable week a year ago (week ended March 11, 1984). HUT levels averaged a 63.3 compared to a 63.0 last year. The lowest-rated week of the season was Dec. 24-30, 1984, when the combined network rating/share totaled 42.8/72.

Network analysts attributed the soft network viewing levels to the NCAA Big East conference games on Friday and Saturday night. David Poltrack, vice president, research, CBS-TV, noted that the average combined network share on Friday night since the beginning of the year has been a 75; on March 8 it was 68. And the average network combined share on Saturday night for the same period has been a 69; on March 9 it was a 62.

"Those two big drops are the result of NCAA cable and syndicated coverage," Poltrack said, adding, "We had some pre-emptions.

A repeat of NBC's *The Cosby Show*, for the fifth time in the past six weeks, was the top-rated show, averaging a 28/42 and breaking its week-earlier ratings record. NBC had four of the top five shows, including *Family Ties*, *A Team* and *Cheers*.

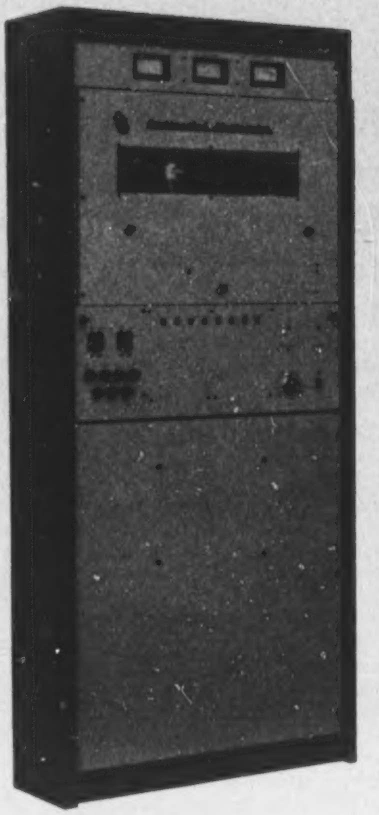
What few specials were on the schedule performed respectably, but not spectacularly. NBC's *Father of Hell Town*, a two-hour made-for-TV movie with series potential and starring Robert Blake, averaged an 18.2/29 on Wednesday 9-11 p.m. (NYT). That rating was 25% above that time period's season-to-date average. ABC's *Dynasty*, in the 9-10 p.m. block, scored a below-average 24 rating and was the third-ranked program of the week.

The Sunday 9-11 block was one of the most competitive two hours in prime time all season. ABC's *Night of 100 Stars* special averaged a 17.9/28 and tied for 19th with a repeat of the Clint Eastwood theatrical, "The Enforcer," on NBC opposite it. CBS averaged a 17.3 rating with *Crazy Like a Fox* and *Trapper John, M.D.*

Another Clint Eastwood theatrical repeat, "The Gauntlet," on ABC's *Monday Night Movie*, averaged a 17.4/26 and ranked 24th, helping the network to deliver a Monday-night rating more than one point better than its season-to-date Monday average.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	28.0/42
2.	Family Ties	NBC	25.4/36
3.	Dynasty	ABC	24.8/36
4.	A Team	NBC	23.5/34
5.	Cheers	NBC	22.9/34
6.	Dallas	CBS	22.4/35
7.	60 Minutes	CBS	21.8/36
8.	Simon & Simon	CBS	21.8/33
9.	Kate & Allie	CBS	20.3/30
10.	Newhart	CBS	21.2/34
11.	Knots Landing	CBS	20.4/34
12.	Murder, She Wrote	CBS	19.7/29
13.	Highway to Heaven	NBC	19.3/29
14.	Riptide	NBC	18.4/28
15.	Hell Town	NBC	18.2/29
16.	Hotel	ABC	18.1/31
17.	Kids Don't Tell	CBS	18.1/29
18.	The Enforcer	NBC	17.9/28
19.	Night of 100 Stars	ABC	17.9/28
20.	Magnum, P.I.	CBS	17.7/26
21.	Crazy Like a Fox	CBS	17.7/26
22.	Falcon Crest	CBS	17.5/29
23.	TV Bloopers & Prac. Jokes	NBC	17.5/26
24.	The Gauntlet	ABC	17.4/26
25.	Cagney & Lacey	CBS	17.3/28
26.	Scarecrow & Mrs. King	CBS	17.1/24
27.	Trapper John, M.D.	CBS	16.9/28
28.	David Copperfield Special	CBS	16.5/26
29.	Knight Rider	NBC	16.2/24
30.	Romance on Orient Express	NBC	15.6/24
31.	Nesmith in TV Parts	NBC	15.6/24
32.	Fall Guy	ABC	15.6/24
33.	Diff'rent Strokes	NBC	15.4/27
34.	Who's The Boss?	ABC	14.7/21
35.	Hardcastle & McCormick	ABC	14.6/21
36.	Benson	ABC	14.5/23
37.	Remington Steele	NBC	14.3/24
38.	Hill Street Blues	NBC	14.1/24
39.	Webster	ABC	13.8/22
40.	Love Boat	ABC	13.7/24
41.	T.J. Hooker	ABC	13.7/21
42.	MacGruder and Loud	ABC	13.7/21
43.	Moonlighting	ABC	13.6/23
44.	Miami Vice	NBC	13.5/23
45.	Finder of Lost Loves	ABC	13.2/25
46.	Double Trouble	NBC	13.1/23
47.	20/20	ABC	12.9/22
48.	Three's A Crowd	ABC	12.9/19
49.	Cover-Up	CBS	12.2/23
50.	Ripley's Believe It Or Not	ABC	12.0/20
51.	Airwolf	CBS	11.7/20
52.	E/R	CBS	11.6/17
53.	Gimme a Break	NBC	11.5/20
54.	Charles in Charge	CBS	11.5/18
55.	Code Name: Foxfire	NBC	10.8/17
56.	Street Hawk	ABC	10.8/17
57.	Matt Houston	ABC	10.7/18
58.	It's Your Move	NBC	10.5/19
59.	V	NBC	10.3/16
60.	Jeffersons	CBS	10.2/15
61.	Author, Author	CBS	10.1/16
62.	Silver Spoons	NBC	9.8/17
63.	Punky Brewster	NBC	9.8/16
64.	Alice	CBS	8.8/13
65.	Otherworld	CBS	8.2/14
66.	Buddy Buddy	ABC	8.1/12
67.	Berrenger's	NBC	5.8/11

*indicates premiere episode



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operate transmitter by remote control. App. March 5.

- **KGFJ** (1230 khz) Los Angeles—Seeks CP to increase nighttime power to 400 w. App. March 8.
- **WCMQ** (1210 khz) Miami Springs, Fla.—Seeks mod. of lic. to change SL to 1411, Coral Way, Miami. App. March 5.
- **New** (930 khz) Sandwich, Ill.—Seeks mod. of lic. to change SL. App. March 8.
- **WFKT** (1590 khz) Inez, Ky.—Seeks mod. of lic. to change SL. App. March 8.
- **KXAM** (1440 khz) Helotes, Tex.—Seeks MP to change TL and make changes in ant. sys. App. March 5.

FM's

Accepted

- **KHFO** (98.1 mhz) Osceola, Ark.—Seeks CP to change ERP to 52 kw. App. March 5.
- **KNDD** (105.1 mhz) Lake Havasu City, Ariz.—Seeks mod. of CP to change TL; change ERP to 21 kw; change HAAT to 1,400.56 ft., and make changes in ant. sys. App. March 11.
- **KYXI** (100.9 mhz) Yuma, Ariz.—Seeks mod. of CP to change TL; change HAAT to 1,075.84 ft, and make changes in ant. sys. App. March 5.
- **KYNO-FM** (95.5 mhz) Fresno, Calif.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 492 ft., and make changes in ant. sys. App. March 5.
- **KAVC** (105.5 mhz) Rosamond, Calif.—Seeks mod. of CP to change HAAT to 328 ft. App. March 11.
- **KZOZ-FM** (93.3 mhz) San Luis Obispo, Calif.—Seeks CP to change TL and make changes in ant. sys. App. March 11.
- ***New** (90.3 mhz) Crested Butte, Colo.—Seeks CP to install aux. transmitter at SL. App. March 6.
- **WRNG** (96.7 mhz) Newnan, Ga.—Seeks mod. of CP to change TL; change ERP to 1 kw, and change HAAT to 543 ft. App. March 8.
- **KRTR-FM** (96.3 mhz) Kailua, Hawaii—Seeks mod. of CP to change HAAT to 2,145.12 ft. and make changes in ant. sys. App. March 11.
- **KSEI-FM** (102.5 mhz) Pocatello, Idaho—Seeks mod. of CP to change TL and change HAAT to 1,025 ft. App. March 8.
- **WKIO** (103.9 mhz) Urbana, Ill.—Seeks mod. of CP to change ERP to 2.34 kw and change HAAT to 367 ft. App. March 5.
- **WMSK-FM** (95.3 mhz) Morganfield, Ky.—Seeks CP to change HAAT to 279.27 ft. App. March 11.
- **WJIB** (96.9 mhz) Boston—Seeks CP to change ERP to 12.3 kw. App. March 11.
- **WZOU** (94.5 mhz) Boston—Seeks CP to change ERP to 11.6 kw. App. March 11.
- **WWCK-FM** (105.5 mhz) Flint, Mich.—Seeks CP to change ERP to 3 kw. App. March 8.
- **KDOG** (96.7 mhz) North Mankato, Minn.—Seeks mod. of CP to change ERP to .7 kw and change HAAT to 638.94 ft. App. March 5.
- **WOOR** (97.5 mhz) Oxford, Miss.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 984 ft. App. March 11.
- ***WCPE** (89.7 mhz) Raleigh, N.C.—Seeks mod. of CP to move SL outside city of lic. App. March 6.
- **WBAZ** (101.7 mhz) Southold, N.Y.—Seeks mod. of CP to change ERP to 2.88 kw. App. March 11.
- **WXGT** (92.3 mhz) Columbus, Ohio—Seeks CP to change ERP to 21.9 kw and change HAAT to 1,557 ft. App. March 3.
- **WZLE** (104.9 mhz) Lorain, Ohio—Seeks mod. of CP to change SL to 42815 North Ridge Rd., Elyria, Ohio. App. March 8.
- **KATT-FM** (100.5 mhz) Oklahoma City—Seeks mod. of lic. to operate formerly licensed facilities as aux. App. March 8.
- **KKRB** (106.9 mhz) Klamath Falls, Ore.—Seeks mod. of CP to change TL; change ERP to 44.26 kw; change HAAT to 726.19 ft., and make changes in ant. sys. App. March 11.
- **WHYL-FM** (102.3 mhz) Carlisle, Pa.—Seeks CP to change TL; change HAAT to 328 ft., and make changes in ant. sys. App. March 5.
- **WYEF** (96.7 mhz) Coudersport, Pa.—Seeks mod. of CP to change ERP to .74 kw. App. March 5.
- **WKBI-FM** (94.3 mhz) St. Mary's, Pa.—Seeks CP to change HAAT to 334.56 ft. App. March 5.
- ***WEPR** (90.1 mhz) Greenville, S.C.—Seeks CP to change ERP to 85 kw and change HAAT to 361 ft. App. March 5.
- **WDXZ** (104.9 mhz) Mount Pleasant, S.C.—Seeks mod. of CP to change ERP to 1.65 kw and change HAAT to 425 ft. App. March 8.
- **KLSF** (96.9 mhz) Amarillo, Tex.—Seeks mod. of CP to change HAAT to 599 ft. App. March 6.
- **KAUM** (106.3 mhz) Colorado City, Tex.—Seeks mod. of CP to change HAAT to 157 ft.App. March 11.
- **KDSQ** (101.7 mhz) Denison-Sherman, Tex.—Seeks CP to change HAAT to 275 ft. App. March 5.
- **WQPO** (100.7 mhz) Harrisonburg, Va.—Seeks CP to change ERP to 50 kw; change HAAT to 500 ft., and make changes in ant. sys. App. March 11.
- **KLLH** (96.7 mhz) Quincy, Wash.—Seeks MP to change ERP to .26 kw and change HAAT to 1,079 ft. App. March 11.
- **KZOK-FM** (102.5 mhz) Seattle—Seeks CP to install aux. ant.; change ERP to 10.4 kw, and change HAAT to 425 ft. App. March 8.

TV's

Tendered

- **WCAE** (ch. 50) Gary, Ind.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,623 ft., and change TL. App. March 4.

Accepted

- **WKXT** (ch. 4) Jacksonville, Fla.—Seeks MP to change transmitter coordinates. App. March 7.
- **WMCC** (ch. 23) Marion, Ind.—Seeks MP to change ERP to vis. 5,000 kw, aur 600 kw; change HAAT to 1,082 ft., and change TL. App. March 6.
- **New** (ch. 33) Shreveport, La.—Seeks MP to change ERP to vis. 4,532 kw, aur. 453.2 kw; change HAAT to 1,813 ft., and change TL. App. March 7.
- **WYOV** (ch. 46) Norwell, Mass.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw and change TL. App. March 7.
- **WHSI** (ch. 51) Portland, Me.—Seeks MP to extend completion date of CP. App. March 7.
- **WKAF** (ch. 68) Syracuse, N.Y.—Seeks MP to extend completion date of CP. App. March 7.
- **KIAB-TV** (ch. 23) Garland, Tex.—Seeks MP to change ERP to vis. 5,000 kw, aur. 1,000 kw; change HAAT to 1,141.8 ft., and change TL. App. March 7.
- ***KHBU-TV** (ch. 14) Houston—Seeks MP to change ERP to vis. 4,500 kw, aur. 450 kw; change HAAT to 1,336 ft., and change TL. App. March 7.

Summary of broadcasting
as of January 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Actions

AM's

- **WPIK** (990 khz) Flomation, Ala.—Granted app. to change power to 2.5 kw. Action March 4.
- **KTNX** (1080 khz) Anchorage—Granted app. to change TL. Action Feb. 25.
- **KVOK** (560 khz) Kodiak, Alaska—Granted app. to change TL and make changes in ant. sys. Action Feb. 28.
- **KHWY** (1030 khz) Folsom, Calif.—Granted app. to make changes in ant. sys. Action Feb. 26.
- **KJOP** (1240 khz) Lemoore, Calif.—Granted app. to increase nighttime power to 1 kw. Action Feb. 27.
- **KFBK** (1530 khz) Sacramento, Calif.—Granted app. to make changes in ant. sys. Action Feb. 26.
- **KRAK** (1140 khz) Sacramento, Calif.—Granted app. to make changes in ant. sys. Action Feb. 28.
- **KEXO** (1230 khz) Grand Junction, Colo.—Granted app. to change SL to 796 Valley Court, Grand Junction. Action Feb. 25.
- **WRHC** (1550 khz) Coral Gables, Fla.—Granted app. to make changes in ant. sys. Action Feb. 27.
- **WEXL** (1340 khz) Royal Oak, Mich.—Granted app. to increase nighttime power to 1 kw. Action Feb. 25.
- **WKSN** (1340 khz) Jamestown, N.Y.—Granted app. to increase nighttime power to 500 w. Action Feb. 27.
- **WQXR** (1560 khz) New York—Granted app. to make changes in ant. sys. Action Feb. 26.
- **WACK** (1420 khz) Newark, N.Y.—Granted app. to make changes in ant. sys. Action Feb. 27.
- **WCNS** (1480 khz) Latrobe, Pa.—Granted app. to make changes in ant. sys. and reduce power to 500 w. Action Feb. 28.
- **WUNO** (1320 khz) San Juan, P.R.—Granted app. to increase night power to 5 kw. Action March 4.
- **KSKY** (660 khz) Balch Springs, Tex.—Granted app. to make changes in ant. sys. Action Feb. 25.
- **KBAE** (1380 khz) Everett, Wash.—Granted app. to make changes in ant. sys. Action Feb. 25.

FM's

- **WVRT** (101.7 mhz) Gordo, Ala.—Granted app. to change SL. Action March 1.
- **WZNE** (97.9 mhz) Clearwater, Fla.—Granted app. to change TL and change HAAT to 984 ft. Action March 4.
- **WRMF** (97.6 mhz) Palm Beach, Fla.—Granted app. to change TL; change HAAT to 1,350 khz, and make changes in ant. sys. Action Feb. 27.
- **WPGA-FM** (100.9 mhz) Perry, Ga.—Granted app. to change TL. Action Feb. 25.
- **KQID-FM** (93.1 mhz) Alexandria, La.—Granted app. to change ERP to 3 kw; change HAAT to 171 ft., and make changes in ant. sys. Action Feb. 26.
- **WROR** (98.5 mhz) Boston—Granted app. to change ERP to 8.1 kw. Action March 5.
- ***WMLN-FM** (91.5 mhz) Milton, Mass.—Granted app. to increase maximum ERP to 172 w. Action March 5.
- **WUFN** (96.7 mhz) Albion, Mich.—Granted app. to change ERP to 1.5 kw. Action March 5.
- **WIOG** (106.3 mhz) Saginaw, Mich.—Granted app. to change ERP to 2.05 kw and change HAAT to 380 ft. Action Feb. 26.
- **WBKJ** (105.1 mhz) Kosciusko, Miss.—Granted app. to change ERP to 25.02 kw; change HAAT to 305 ft., and change geographical coordinates. Action Feb. 22.
- **KSLE** (105.5 mhz) Seminole, Okla.—Granted app. to change TL; change ERP to 2 kw, and change HAAT to 360 ft. Action Feb. 26.
- **WDHA-FM** (105.5 mhz) Dover, N.J.—Granted app. to make changes in ant. sys. Action Feb. 22.
- **WCSF** (96.7 mhz) Clifton Park, N.Y.—Dismissed app. to change TL and change HAAT to 339.81 ft. Action Feb. 28.
- **WQSC** (100.9 mhz) Andrews, S.C.—Granted app. to change TL and change HAAT to 328 ft. Action March 5.
- **WYAK-FM** (103.1 mhz) Surfside Beach, S.C.—Granted

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The Fifth Estate

Broadcasting Mar 25

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Vol. 108 No. 12

Broadcasting Mar25

Making history: Capcities buys ABC
A look at regional sports networks
Standards consensus on HDTV

The headquarters of Capital Cities and ABC

BRAND NEW DAY □ Fifth Estaters were confronted this week with an altered communications landscape. The purchase of a commercial broadcast network—ABC—by Capital Cities Communications shattered the aura of immutability that had been shaken recently by rumors of network takeovers. BROADCASTING examines the $3.5-billion deal, its regulatory roadblocks, the divestiture question and reaction from those in the Fifth Estate. **PAGES 31-38.**

PAY BALL □ The outlook for regional pay sports networks may not be bright, based on recent failures, but some have found the proper components to make money and to thrive. **PAGE 42.**

NASHVILLE CATS □ Attendees at NATPE's first local production gathering give conference high marks. **PAGE 50.**

WARY EYE □ Senators Ford and Hollings voice skepticism over U-V swap in FCC oversight hearing. **PAGE 53.**

TWO-SIDED VICTORY □ Appeals court upholds FCC order on children's programing, but apparent loser, Action for Children's Television, finds good news in decision. **PAGE 53.**

HELPING HAND □ CPB approves $900,000 emergency loan for National Public Radio. **PAGE 54.**

STRONG WORDS □ Intelsat director Colino voices displeasure with some in press and government who he says hindered his efforts to reach accord with Soviet Union over participation in Intelsat. **PAGE 56.**

MAKING CHANGES □ CNN Radio set to upgrade programing and service to affiliates and improve studio facilities. **PAGE 64.**

COMING TO AGREEMENT □ U.S. Advanced Television Systems Committee adopts NHK parameters for high-definition television. **PAGE 68.**

CAMPAIGN ANNOUNCEMENTS □ Race for joint board chairmanship of NAB is heating up as Walter May has joined Ted Snider and Edward Giller in quest for position. **PAGE 77.**

STORER INROADS □ Group of stockholders of Storer Communications proposes to take control of board and sell company's television stations and cable systems. **PAGE 78.**

ON PAPER □ Writer's Guild of America votes to approve new contract. **PAGE 79.**

COMMUNICATIONS CONNECTION □ Centel's Jack Frazee is carrying on the family tradition as group executive VP of Chicago-based cable and telephone company. **PAGE 103.**

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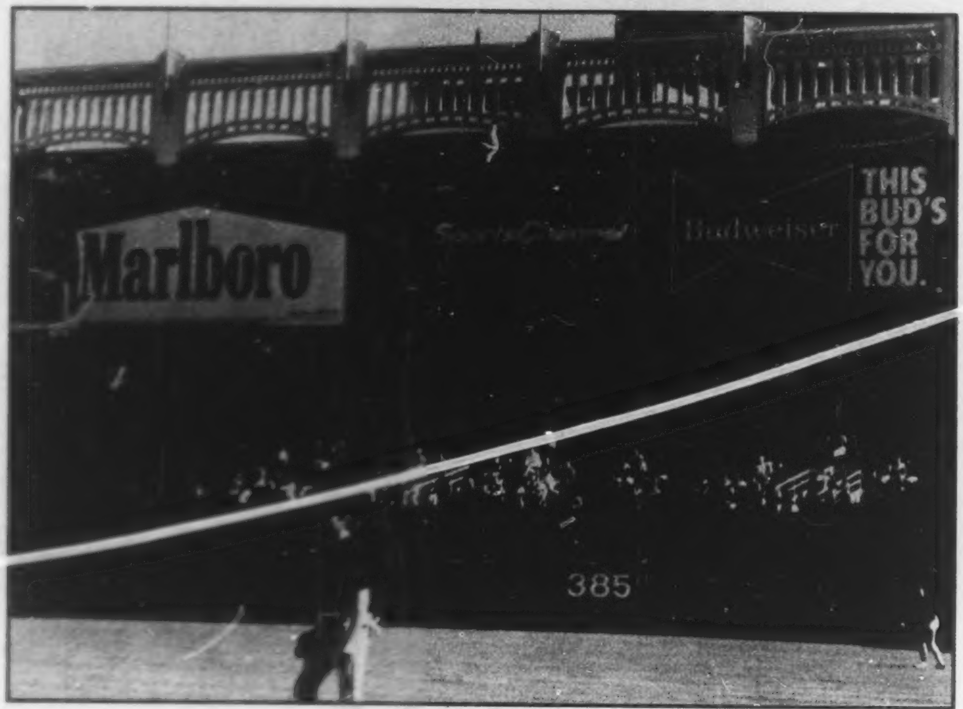

SportsChannel at Yankee Stadium

The uncertain world of regional cable sports networks

Fledgling industry is trying to find a niche in programing marketplace

Sportsvue Cable Network, the Milwaukee-based regional cable sports network, went out of business Feb. 2 and, a month later, Sports Time, one of the largest regional networks operating throughout the Midwest, announced it was throwing in the towel next Sunday (March 31). Both failed to make it to their first anniversary.

The failures (and those of at least three others over the past few years) suggest that the entire concept of the regional cable sports network may be bankrupt. But it is presumptuous, based on those failures, to predict the success or demise of any of the 15 other regional services still grubbing for cable affiliates and paying subscribers. The reason: No two regional services or their markets are alike.

"It's a very mixed bag," said Dantia Quirk, publisher of *Cablesport*, a weekly newsletter devoted to the business. "Networks . . . which have the best of professional sports action in a marketplace and operate in a major television market can, over a period of time, do well, be profitable." But the future of networks in small markets or networks that are competing head-to-head with each other in markets of any size, she said, is questionable.

Only a handful of the remaining sports services are profitable. Most continue to struggle for a foothold in their marketplace and, the consensus is, not all the services will make it. So concerned were some of the network operators about the future of the business that they met in Fort Lauderdale, Fla., two weeks ago to discuss, among other things, sharing non-event programing and marketing ideas.

But even though other services may go dark, said Bill Aber, vice president-general manager, Home Team Sports, the year-old network based in Washington, "the concept of regional sports will survive. I don't think there is a doubt in anybody's mind."

What's happening now is typical of any new business, Aber said. "Everybody goes in based on their best guess because there is no map out there or any history in regional sports. Nobody knows how to do it right. . . . So you are following your instincts, and luck and fate and the movement of the stars come into play."

Although HTS is currently doing relatively well—it has 53,000 subscribers, even though its two largest potential markets, the cities of Washington and Baltimore, are not yet wired for cable—Aber cannot guarantee its future. Aber said he keeps a constant eye on the bottom line to make sure expenses and revenues are converging and that the service is moving toward a payoff. If it ever becomes clear it isn't, he said, he is obliged to tell Group W, the service's owner, "to yank the plug and cut the losses."

Despite the setbacks for the business as a whole, "we see this business as one with a lot of promise," said Tom Chestnut, director of marketing, SportsChannel Network, a group of regional networks with more than 900,000 subscribers. "But it takes a long time to develop. It's not going to be an overnight success for anybody."

(The SportChannel Network: SportsChannel, serving 400,000 in metropolitan New York; SportChannel New England, which serves 100,000 in several New England states; SportsVision, serving 49,000 in the Chicago area, and Prism with 375,000 subscribers around Philadelphia. SportsChannel, SportsVision and Prism are owned by Cablevision Systems' Rainbow Program Enterprises, The Washington Post Co. and CBS [one-third each]. SportChannel New England is owned by Rainbow, the Post and CBS [one-sixth each] and a consortium of insurance companies [one-half]. Rainbow, the Post and CBS announced plans last December to team up with Daniels & Associates, a mid-sized cable MSO, to launch a service in Los Angeles this year, which would become the SportsChannel Network's fifth service.)

CBS is apparently unshaken by the demise of Sports Time and Sportsvue. According to Jim Rosenfield, senior executive vice president, CBS/Broadcast Group, who oversees the company's investment in cable sports, CBS is "very confident" that the SportsChannel Network will prosper. Indeed, he said, SportsChannel is considering launching sports services in three or four other markets in addition to Los Angeles. Citing competitive reasons, he declined to identify those markets.

To succeed in the business, he said, the regional service must be in a "quality market with quality programing" and the rights contracts with the teams "must be structured in such a way that everybody has a chance to make out." Guaranteeing the teams minimum payments is a mistake, he said.

The SportsChannel services, if nothing else, are in the right places, he said. They are centered in four of the top six television markets—New York, Boston, Chicago and Philadelphia—where per capita income is 17% higher than the national average, he said. And even though the center city areas of Boston, Chicago and Philadelphia are not completely wired, he said, all are among the top seven cable markets. The vertical integration—Cablevision, one of the partners in SportsChannel, is a major cable operator in each of the markets—is also a big plus, he said.

SportsChannel New York and Prism are profitable, according to Chestnut, and SportVision "is in very good shape given where it was" when the SportsChannel Network partners purchased it 15 months ago. (It's a bit misleading to cite Prism as an example of a successful regional sports network. It's primarily a movie service on the order of Home Box Office; only about 12% of its schedule is made up of sports events.)

The big questionmark for the group is the New England operation, which features the Boston Celtics (NBA) and the Hartford Whalers (NHL). It's in direct competition in the market with New England Sports Network, owned by the Boston Red Sox (Major League Baseball), the Boston Bruins (NHL) and Storer Communications. And because of the competition, Quirk said, both services are struggling.

The solution may be to merge the two services. "The best answer is to have one regional sports service, rather than two," said Chestnut. Although no merger discussions are now going on, he said, "we would certainly like to come to some sort of agreement to get the two services together."

"New England is the one market that needs a shakeout because of the two competing services," Rosenfield added. "I don't know what is going to happen. It's very complicated."

The SportsChannel Network seems to be running into another competitive situation in Los Angeles. Its Box Seat service, if it's launched this year, will be competing for affiliates and subscribers with Dodgervision, a new service owned by Metromedia Inc. and Los Angeles Dodgers (MLB) that will feature the Dodgers. But Chestnut is not nearly as concerned with the threat of competition in Los Angeles as he is with the existence of competition in New England. The Los Angeles market, unlike New England, he said, can support two services. Chestnut gave little hope that Box Seat and Dodgervision could somehow merge.

According to Quirk and other regional

Regional sports network scorecard

Service	Home base	Launch date	Type of service	Affil.	Subscribers	Pro teams
Arizona SPN	Phoenix	November 1981	Subscription	1	26,296	Phoenix Suns (NBA), San Francisco Giants (MLB), San Diego Padres (MLB)
Home Sports Enter.	Houston-Dallas	January 1983	Subscription	78	30,000	Houston Astros (MLB) and Rockets (NBA), Texas Rangers (MLB), Dallas Mavericks (NBA)
Home Team Sports	Washington	April 1984	Subscription	30	53,000	Washington Bullets (NBA) and Capitals (NHL) and Baltimore Orioles (MLB)
MSG Network	New York	October 1969	Basic/Subscription	57	1.8 million	New York Rangers (NHL) and Knicks (NBA) and New Jersey Devils (NHL)
NE Sports Network	Boston	April 1984	Subscription	72	35,000	Boston Red Sox (MLB) and Bruins (NHL)
PRISM[1]	Philadelphia	September 1976	Subscription	90	375,000	Philadelphia Phillies (MLB), Flyers (NHL) and 76ers (NBA)
Pro-AM Sports System	Detroit	April 1984	Subscription	58	50,000	Detroit Tigers (MLB) and Pistons (NBA)
Sabers Productions	Buffalo	1973	Basic	13	460,000	Buffalo Sabers (NHL)
San Diego Cable Sp. Net.	San Diego	April 1984	Subscription/PPV	2	10,000[2]	San Diego Padres (MLB)
Spectrum Sports[3]	Minneapolis	November 1982	Subscription	26	7,500	Minnesota Twins (MLB) and North Stars (NHL)
Sports Channel Inc.	San Antonio, Tex.	October 1982	Subscription	1	15,000	San Antonio Spurs (NBA)
SportsChannel N. Eng.	Boston	January 1983	Subscription	64	10,000	Boston Celtics (NBA) and Hartford (Conn.) Whalers (NHL)[4]
SportsChannel	New York	1976	Subscription	45	400,000	New York Yankees (MLB), Mets (MLB) and Islanders (NHL) and New Jersey Nets (NHL)
SportsVision	Chicago	October 1981	Subscription[5]	20	49,000	Chicago White Sox (MLB), Blackhawks (NHL) and Sting (MISL)
Superchannel	Seattle	May 1982	Subscription	N/A	N/A	Seattle Supersonics (NBA)

[1] Movies and other non-sports programing make up the bulk of PRISM's programing; only about 12% of its schedule is sports.
[2] San Diego Cable's subscriber count is for 1984 baseball season and represents per-game average.
[3] Spectrum reaches an additional 7,500 homes through the local STV operation.
[4] SportsChannel New England also offers subscribers in Connecticut and New York Mets and Yankees games.
[5] SportsVision is also carried on a Basic tier by two systems serving about 50,000 homes.

network operators, Sportsvue failed primarily because its market was too small, and Sports Time died, in part, because its market was too large. Sportsvue, which offered the Milwaukee Brewers (MLB) and the Milwaukee Bucks (NBA), was limited to Wisconsin. It never counted more than 18,000 subscribers and had just 16,000 subscribers at the end. "I can't imagine how they ever got in the business," said Quirk. "There were not enough cable subscribers to support that kind of programing."

Sports Time, a joint venture of Anheuser-Busch, Tele-Communications Inc. and Multimedia Inc. featuring professional sports teams from Cincinnati, St. Louis and Kansas City, Mo., had trouble because it tried to carve out too large a geographic area. Although its market grew from 10 states to 15 during its short life, it managed to accumulate only 37,000 pay subscribers. "Sports don't travel that well," said Quirk. "You really have to draw an ADI circle around the area you want to serve and say, 'That's my market. I may be able to get some penetration outside that circle, but basically the bulk of my subscribers are going to come from within that circle.' "

Quirk's assessment is underscored by Larry Payne, director of broadcasting for the NBA's San Antonio (Tex.) Spurs and for Sports Channel Inc., a still thriving single-system service in San Antonio: "The further you get away from the stadium, the less the appeal of the service."

A common problem of all the regional services is securing carriage on cable systems within their region. "Getting shelf space" is difficult for any cable service—national or regional—and has contributed to the failure of more than one of them.

As HTS approaches its first anniversary, it's carried on only 30 of the 205 systems within the so-called Capital Region market. And, according to Aber, HTS will probably never count them all as affiliates. Between 40 and 50 will probably always feel that the service simply has no value, he said.

And some systems are full, he added. For HTS to get on, he said, the cable operator has to take something else off. "That is the single hardest situation to deal with."

And at systems with empty channels, HTS finds itself competing with several other programers for the open slot. "And we have to go in as a relatively high-priced item," Aber said. "It takes some time to convince them that even though we are higher priced on the wholesale side, we are unique and they can turn it around."

The toughest part of operating a regional network, said Chestnut, is bringing all the elements into proper balance. A network serves three constituencies: the consumer, the cable operator and the sports franchises, he said. "Dealing with any one of these three entities is difficult," he said. "Trying to work out an arrangement that works for all three and still works for us makes it challenging."

The regional sports networks believe the satellite superstations—WTBS(TV) Atlanta, WOR-TV New York and WGN-TV Chicago, in particular—have hurt their businesses by beaming hundreds of baseball games into their market, giving subscribers for free much of what the regional networks are trying to sell them.

The damage is mitigated by the fact that consumers are more interested in home teams than in teams from other cites and states imported on the superstations. Nonetheless, said Chestnut, "they add a lot of free sports programing which crowds the environment in which our product has to operate" and devalues all sports programing to a certain extent.

"Life would be a lot easier if they didn't exist," said Aber, adding that their presence in the HTS market is a "little bit less of a problem" than it is elsewhere because the big-three superstations only carry National League baseball. Because HTS features the Baltimore Orioles, an American League club, he said, "we can be, in effect, the American League Network."

Peter Ueberroth, the new Major League Baseball commissioner, has persuaded some of the teams carried by superstations to compensate the other teams for the alleged loss of attendance and television revenue resulting from the importation of superstation games into their markets (BROADCASTING, March 4).

Although the compensation plan doesn't immediately help the regional networks, it may in the future. The formula used by the superstation teams to calculate their payments involves a multiple of the number of games carried. So if the superstation team wants to decrease the payment, it simply has to decrease the number of games it sells to the superstation.

There are almost as many types of regional cable sports networks as there are networks. The two oldest—Madison Square Garden Network and Sabers Productions—are, for the most part, basic services supported by subscriber fees and advertising and, according to their operators, money makers.

MSGN, which debuted in October 1969, now reaches 1.8 million homes in the New York area, 1.45 million on basic tiers and 350,000 packaged with other pay programing. MSGN President Joe Cohen said the service, which features the New York Knicks (NBA), the New York Rangers (NHL) and New Jersey Devils (NHL), garnered some $10 million in revenue (advertising and subscriber fees) during the current season. And revenues should be going up next season, he said, as MSGN increases the subscriber fee around 20% in adding 25 Knicks and Rangers away games to its schedule.

Sabers Productions' package of 30 Buffalo Sabers (NHL) games is carried by 13 cable systems serving 460,000 homes in upstate New York as part of their basic service. Paul Wieland, executive producer, Saber Productions, would not say how much the Sabers earn from the cable service, but made it clear it was a substantial amount. "We make more out of the 30 games on cable than we do on the 30 games on the commercial television station, WGRZ-TV," he said.

Arizona Sports Programing Network, Phoenix, and Sports Channel Inc., San Antonio, are single-system services with no apparent ambitions of being true networks. "They're viable because they don't try to be more than they are meant to be," Quirk said. "They distribute to a given area and don't get carried away with grandiose plans."

ASPN is owned and carried exclusively by American Cable, a Times Mirror cable system serving some 90,000 homes in Phoenix, Tempe, Chandler and Paradise Valley, all Arizona. It now counts more than 26,000 subscribers.

Sports Channel, which is not affiliated with the New York or New England Sports-Channel services, is owned by the NBA's San Antonio Spurs and marketed as Sports Channel 37 over Rogers Cablesystems' system in San Antonio. With just 15,000 subscribers after two-and-a-half years of operation, admitted Sports Channel's Payne, the business "is kind of tough." But Payne said the picture will brighten considerably if he can increase subscribership to around 20,000 in the next six months and take advantage of Rogers' gradual phase-in of addressable technology to offer pay-per-view services. "I think we can hit one or two home runs with [PPV] each year," he said.

Cox Cable San Diego, the nation's largest cable system (with more than 250,000 subscribers), claims to have made money last year with its one-team (San Diego Padres [MLB]) service. Using addressable cable technology, said Robert McRann, vice president-general manager, the system offered a 41-game package for $120, a 20-game package for $70 and pay-per-view for $4.50 per game.

At first the response was not as good as Cox had expected, said McRann, but, as the system's basic subscribers became more comfortable with the technology and service, sales picked up. An average of 10,000 homes tuned in to each game, generating revenue of more than $1 million. Cox "discovered a whole new market" of people who like baseball, but, for a variety of reasons, were unable or unwilling to go to the ball park, he said.

Buoyed by last year's experience, Cox cut a new deal with the Padres, allowing Cox to market the service to other cable systems in the area and set up a full-blown regional network—San Diego Cable Sports Network. Under terms of the new deal, McRann said, Cox will produce the games and sell the advertising time. Southwestern Cable, a nearby system owned by American Television and Communications with 86,000 basic subscribers, is on board as the network's second affiliate.

With the expanded market, the network hopes it can increase penetration to between 16,000 and 17,000 homes per game, McRann said, boosting revenue to more than $1.8 million. And with Cox Cable San Diego's advertising sales force beating the bushes, he said, advertising revenues should add between $400,000 and $500,000. However, part of the additional revenues will be offset by production costs, he said.

It hasn't been all smooth sailing for Cox. It offered a 10-game package of San Diego Soccers (Major Indoor Soccer League) games this spring, but was able to pick up an audience of only 500-600 homes. "I enjoy making money," said McRann, "and this has not been one of the enjoyable ventures of my life." Unless Cox can cut a better deal with the Soccers for next year, he said, the service will not be offered again.

Dodgervision may have sprung from Cox's impressive performance in San Diego. According to Bonnie Pfeifer, business affairs manager for Dodgervision, the service has put together a 20-game Dodger package for $85. Individual games will be sold on a P-P-V basis for $6, she added. Dodgervision is already cleared on 24 cable systems serving 650,000 homes in southern California, northern Arizona and Hawaii, she said.

Asked what will happen to the venture next fall, at the baseball season's conclusion, Pfeifer replied: "We don't know yet. We're starting out with the Dodgers and we'll see what happens this season." No agreements have been reached for carriage of other teams in the future, she noted.

Despite the turbulence of the pay sports business, most observers feel that the sports networks will have a place in the mix of cable services. The economics of sports are such that most events in the future will be offered on pay cable services, said HTS's Aber. Eventually the entire country will be divided into between 15 and 20 cable sports regions, he said. But to get to that day, "we are going to have to get a lot smarter." ☐

TV production on a local level

First conference held by NATPE specifically for local TV producers gets high rating from attendees; producers in big and little markets share experiences, exchange tips

The grass-roots movement in local programing got a boost when more than 600 local television station production managers gathered in New Orleans for a three-day, nuts-and-bolts conference on local program production. The front-line producers attending the first NATPE International Production Conference (some traveled from as far away as Montana or Maine) came together for one purpose: to learn to make better local television shows. Most participants came away saying the conference met their expectations.

"There will be an expanded role [of local production] outside New York and Los Angeles," predicted Bob Jones, NATPE president and program director, KING-TV Seattle. "There used to be more of it in the 1950's. If the 1970's were for the MBA's, I hope the '80's are for us. The technology is here, and so are the economic incentives."

In contrast to the annual NATPE programing conference, which attracts more than 7,000 participants, this much smaller meeting was without the glitz and hoopla normally associated with the show business side of television programing. Instead, as participants remarked, there was a refreshing atmosphere at the production conference: General sessions were heavily attended, workshops were packed and questions were asked and answered. According to one NATPE official, the enthusiasm stemmed from the novelty of the occasion. "A lot of these guys have never been off the farm."

Jones sees the role of the station production manager becoming more important, and more are joining the ranks of key station executives such as general sales managers, program directors and chief engineers. "The production manager is the one job at the station that gets zilch training," he explained. "Usually what happens is one day a hot-shot director is made production manager. I heard one say he's been a production manager for 15 years and this is the first time he's ever been to anything like this."

Although FCC deregulation may have influenced some stations to reduce their local programing, said Don Wilburn, WVUE-TV New Orleans, "we are finding a lot of stations are still doing public affairs programing." He said stations continue to do so for several reasons, including the belief that "stations still have to ascertain the issues in their community" and "it's just plain good business."

The kind of locally produced programing on display in New Orleans ran the gamut from small-market shows produced on shoestring budgets of a few hundred dollars per episode to major-market, access-strip programs with multimillion-dollar annual budgets.

"Ours is small-market television," said Steve Kessenich, production manager, WMTV(TV) Madison, Wis., "but we feel we do it pretty effectively." Half-hour specials at his station, Kessenich said, cost about $900 per show to produce—which includes everything from writers' and talent fees to paying production crews. Part of the secret, Kessenich explained, is that "any employe who wants to produce a show writes a proposal." If accepted, he said, the employe is partly released from normal responsibilities and allowed to work on the program. Inexperienced producers are supervised, "but rotating producers helps the station attract good people. We have low turnover."

Since the station's production facilities are tied up during the daytime, Kessenich said, most producers work on their programs whenever they get a chance: in the morning, at night and on the weekends. Among the local specials produced by WMTV are programs on incest in the Madison area, senior citizens and a report on a nearby town one year after it was devastated by a hurricane. "It has helped our community image as well as develop people."

Pat Patton, executive producer, KMBC-TV Kansas City, Mo., emphasized that locally-produced programing at his station was accomplished in large part only by "sharing resources with the news department. We reach efficiencies we weren't otherwise able to reach."

KMBC-TV, Patton said, is able to produce several specials and series with an annual budget under $70,000. In some cases, he said, the station works with other organizations to produce programs. For example, he said, *9 On The Law*, designed to help viewers understand common legal questions, was produced with the local bar association. It recruited 30 local attorneys to field telephone calls from viewers during the special and picked up the tab for print advertising, Patton said.

On a larger scale, Charlie Kravets, executive producer, WCVB-TV Boston, said the station's three-year-old access-strip, *Chronicle*, costs $1.5 million annually to produce, has a staff of 25, three camera crews, nine field producers and four full-time, on-air talents. Nonetheless, Kravets said, "*Chronicle* is a money-making project."

When *Chronicle*'s ratings began to slip in August 1982, Kravets explained, the show was redesigned from a multisegmented magazine show to a single-subject program, with two separate stories usually running between five and seven minutes in length. Several producers work on each program, he said. The result: *Chronicle* is second in its time period behind *Evening Magazine* on WBZ-TV Boston.

"It's not just a public affairs gesture," Kravets said of *Chronicle*. "It's the second-largest operation at the station, after the news department. The theory was to do a quality local program. . .I don't want to denigrate the syndicators, but you cannot buy the public relations in the community resulting from doing your own thing."

Enthusiasm was high among the attendees even if, unlike Kravets's big-budget access show at WCVB-TV, they don't always have funds and facilities to match their local programing ambitions. Remarked one producer from WMTV(TV) Madison, during a workshop after that station's Steve Kessenich described local programing efforts: "Steve, you forgot to add that everybody works for peanuts."

One major theme for the local producers at the conference was making do with less, or even making do with the unusual and seeking out untraditional ways to make a local program. Suggested Gene Siskel, of *At The Movies with Siskel and Ebert*—which was a locally produced public television show in Chicago before being launched into commercial syndication by Tribune Entertainment two years ago—"if you can find a newspaperman, they're usually good in front of a camera." Both Siskel and his partner, Roger Ebert, are film critics with Chicago newspapers.

The tone of the conference, although business-like, wasn't all serious. Mike Douglas, upon accepting a NATPE award for his *Mike Douglas Show*, which began as a locally produced show in Cleveland before a 19-year run in syndication, related a story about the late radio comedian, Fred Allen. "Allen once told somebody his radio show got a minus 0.02 rating," Douglas said. " 'What's a minus 0.02 rating?' someone asked Allen. Replied Allen: 'Not only is nobody listening, but there are two guys going around knocking it.' " ☐

CBS's Flaherty asks programers for their input on most important technology problems they face

In an effort to gather more points of view on how technology affects the television programing business, Joseph A. Flaherty, CBS/Broadcast Group vice president and general manager, engineering and development, asked the members of NATPE International to "list the 10 most important technological problems" faced by programers and "take or send them" to the upcoming National Association of Broadcasters convention.

In a speech in New Orleans at NATPE's first production conference (see page 50) that reviewed the industry's technological developments and looked ahead to future ones, Flaherty saw a need for more guidance from programers in the development of new programing tools. Flaherty criticized the "elegant solutions to problems you never had," though he conceded that such "technical failures have been matched measure for measure by the studied indifference of the creative community to its technology."

At the crux of Flaherty's remarks was the point that technical developments have taken place so rapidly "that the 'standard of service' enjoyed by the viewer today will not be his 'level of expectation' tomorrow."

Flaherty

Flaherty said that "by the year 2000 the technical quality and the diversity of services offered to the viewer will be as different from today's television as the introduction of color was from the early monochrome experiments."

He said that "the digital television era is upon us." By the end of the year, "with luck and effort," he forsees "a digital videotape format standard." Flaherty said that broadcasters and production houses could not afford to overlook that "break in the digital dam" which, combined with the advantages of a "component signal format with a digital signal structure," offers a "dramatic increase in quality with rugged production flexibility."

Flaherty pointed out that the advances in digital technology will embrace both the video and audio aspects of a broadcast. The public's interest in digital technology has already been piqued by digital sound reproduction that offers a wider range of sound without the usual analog distortion.

"How will a terrestrial broadcaster bring digital stereophonic sound to a service? For that matter, what will the FM broadcaster do to compete in the digital era?" Flaherty asked.

Flaherty also spoke of "perhaps even more significant" technological changes on the consumer's end of the signal. Stereophonic sound and digital signal processing already exist, and television sets with built-in teletext decoders are coming soon. "The all-digital set is only a few years away, and beyond this is the 'intelligent' receiver with full frame memory allowing substantial signal processing for picture enhancement within the receiver," he said. ☐

CBS takes its 19th ratings victory

CBS-TV won the prime time ratings for the week ending March 17, the second week in a row the combined network numbers were down below their levels a year ago. NBC-TV's *The Cosby Show* posted its best numbers of the season, and the highest share "for any network [series] in at least five years," according to a spokesperson at NBC. *The Cosby Show*, which scored a 28.3/43 last week, has finished in the top spot in six of the last seven weeks.

CBS's victory was its 19th this season, as it scored an average rating of 15.8 and a 25.5 share. Close on its heels with a 15.7/25 was NBC. ABC was third, with a 14.3/23.0.

The 25th week of the prime time season was the third lowest week this year, with a combined network rating of 45.8, compared to a 48.1 for the same week last year. HUT levels averaged 62.5, down from 62.7 last year.

CBS won Monday, Friday and Sunday. NBC took Tuesday and Thursday, and ABC Wednesday and Saturday.

One network spokesperson mentioned "seasonal audience erosion" as a possible reason for the lower numbers. David Poltrack, vice-president, research, CBS/Broadcast Group, agreed and noted that of the 68 programs last week, 17 were repeats. For the same week last year only 10 repeats were shown, while the schedule included four movies and two specials.

"The order of finish is now established," said Poltrack of the networks' rating positions in the closing stretch of the 1984-85 prime time season, pointing out that network programers were "starting to look ahead to the May sweeps."

The top 20 programs in the ratings survey were all series with the exception of the *People's Choice Awards*, which finished 13th. Last year it finished sixth. *A Team* was the only series in the top 20 last year that returned this year.

Three series premiered last week. *Mr. Belvedere* (ABC, Friday, 8:30-9 NYT) finished highest, at 21st with a 17.2 rating. Second was *Detective in the House*, which averaged a 14.4 rating opposite it at 8-9 on CBS. The first episode of *On the Rack*, the new ABC comedy series starring Ed Asner, averaged a 12.9 rating at 9:30-10 on Friday, and ranked 51st.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	28.3/43
2.	Family Ties	NBC	24.2/36
3.	Dynasty	ABC	24.2/36
4.	A Team	NBC	23.3/35
5.	Dallas	CBS	22.7/36
6.	Murder, She Wrote	CBS	22.4/34
7.	60 Minutes	CBS	21.0/35
8.	Crazy Like a Fox	CBS	20.5/31
9.	Cheers	NBC	20.5/31
10.	Hotel	ABC	19.8/34
11.	Newhart	CBS	19.7/30
12.	Kate & Allie	CBS	19.6/29
13.	People's Choice Awards	CBS	19.2/31
14.	TV Bloopers & Prac. Jokes	NBC	19.0/29
15.	Riptide	NBC	18.7/29
16.	Trapper John, M.D.	CBS	18.2/31
17.	Highway to Heaven	NBC	18.2/28
18.	Night Court	NBC	18.0/28
19.	Cagney & Lacey	CBS	17.8/30
20.	Falcon Crest	CBS	17.6/30
21.	Mr. Belvedere	ABC	17.2/28
22.	The Burning Bed	NBC	17.1/27
23.	Webster	ABC	16.7/28
24.	Facts of Life	NBC	16.7/25
25.	Fall Guy	ABC	16.1/24
26.	Who's The Boss?	ABC	16.0/24
27.	Scarecrow & Mrs. King	CBS	15.9/24
28.	Magnum, P.I.	CBS	15.8/24
29.	Knight Rider	NBC	15.8/24
30.	Hardcastle & McCormick	ABC	15.6/24
31.	Seduced	CBS	15.5/26
32.	T.J. Hooker	ABC	15.1/26
33.	Candid Camera Special	NBC	15.1/25
34.	Remington Steele	NBC	15.0/26
35.	20/20	ABC	15.0/25
36.	Most Beautiful Girl in World	NBC	15.0/24
37.	Miami Vice	NBC	14.7/25
38.	Finder of Lost Loves	ABC	14.5/26
39.	Diff'rent Strokes	NBC	14.4/25
40.	St. Elsewhere	NBC	14.4/25
41.	Detective in the House	CBS	14.4/24
42.	Three's A Crowd	ABC	14.4/22
43.	Sara	NBC	14.3/22
44.	Benson	ABC	14.2/22
45.	Brubaker	ABC	14.0/21
46.	Charles in Charge	CBS	13.7/21
47.	Love Boat	ABC	13.6/23
48.	Hill Street Blues	NBC	13.5/22
49.	Gimme a Break	NBC	13.3/22
50.	Kicks	ABC	13.2/21
51.	Off the Rack	ABC	12.9/20
52.	Airwolf	CBS	12.8/22
53.	MacGruder & Loud	ABC	12.8/20
54.	Matt Houston	ABC	12.0/20
55.	Cover-Up	CBS	11.9/22
56.	It's Your Move	NBC	11.9/20
57.	Ripley's Believe It or Not	ABC	11.4/19
58.	Jeffersons	CBS	11.0/17
59.	Smokey & the Bandit II	ABC	10.9/17
60.	Foulups, Bleeps & Blunders	ABC	10.8/19
61.	Moonlighting	ABC	10.7/19
62.	V	NBC	10.6/17
63.	Punky Brewster	NBC	10.3/17
64.	Code Name: Foxfire	NBC	10.3/17
65.	Alice	CBS	9.4/14
66.	Missing	CBS	9.1/14
67.	Silver Spoons	NBC	8.9/16
68.	Women, Work & Babies	NBC	8.8/16
69.	Otherworld	CBS	8.5/15

*indicates premiere episode

FM's

Accepted

■ WCFI (101.9 mhz) Daytona Beach, Fla.—Seeks CP to change TL; change HAAT to 981 ft., and make changes in ant. sys. App. March 13.

■ WYCA (92.3 mhz) Hammond, Ind.—Seeks mod. of lic. to install new transmission sys. App. March 14.

■ WGRX (100.7 mhz) Westminster, Md.—Seeks mod. of CP to change TL; change ERP to 12.59 kw, and make changes in ant. sys. App. March 12.

■ KLKS (95.3 mhz) Breezy Point, Minn.—Seeks CP to change HAAT to 328 ft. App. March 13.

■ KXOQ (96.7 mhz) Poplar Bluff, Mo.—Seeks mod. of CP to change TL and change HAAT to 328 ft. App. March 13.

■ KIVE (96.5 mhz) Glendive, Mont.—Seeks mod. of CP to change SL. App. March 18.

■ KIÂE (98.9 mhz) Aurora, Neb.—Seeks mod. of CP to change TL; change ERP to 3 kw; change HAAT to 328 ft., and make changes in ant. sys. App. March 12.

■ KRSN-FM (98.5 mhz) Los Alamos, N.M.—Seeks CP to change TL; change ERP to 94.421 kw; change HAAT to 1,781 ft., and make changes in ant. sys. App. March 12.

■ KNYN (95.5 mhz) Santa Fe, N.M.—Seeks CP to change channel from C to C1; change TL; change ERP to 19.1 kw; change HAAT to 1,851 ft., and make changes in ant. sys. 12.

■ WWWM (105.5 mhz) Sylvania, Ohio—Seeks CP to change ERP to 2.88 ft. App. March 13.

■ WKBN-FM (98.9 mhz) Youngstown, Ohio—Seeks CP to change ERP to 38.6 kw. App. March 14.

■ *WZZE (88.7 mhz) Glen Mills, Pa.—Seeks mod. of CP to change TL; change ERP to 0.178 kw; change HAAT to 184 ft., and make changes in ant. sys. App. March 12.

■ WWCL (100.7 mhz) New Kensington, Pa.—Seeks mod. of lic. to change SL to 224 North Ave., Millvale, Pa. App. March 13.

■ WDVE (102.5 mhz) Pittsburgh—Seeks mod. of lic. to change SL to 200 Fleet St., Pittsburgh. App. March 13.

■ WEZL (103.5 mhz) Charleston, S.C.—Seeks CP to change TL and change HAAT to 989 ft. App. March 14.

■ KRYS-FM (99.1 mhz) Corpus Christi, Tex.—Seeks mod. of CP to correct coordinates. App. March 18.

■ KBUS (103.9 mhz) Paris, Tex.—Seeks mod. of CP to change ERP to 1.1 kw and change HAAT to 525 ft. App. March 18.

■ KNFO-FM (95.5 mhz) Waco, Tex.—Seeks mod. of CP to change to a directional ant. App. March 13.

■ WLDY-FM (92.7 mhz) Ladysmith, Wis.—Seeks mod. of CP to change ERP to 1.69 kw and change HAAT to 376 ft. App. March 13.

TV's

Accepted

■ KUTP (ch. 45) Phoenix—Seeks mod. of CP to change ERP to vis. 3,020 kw, aur. 302 kw; change HAAT to 1,792 ft., and change ant. App. March 18.

■ KSHO-TV (ch. 26) Honolulu—Seeks CP to change ERP to vis. 75.9 kw, aur. 7.59 kw; change HAAT to 2,120 ft., and change ant. App. March 13.

■ KARD (ch. 14) West Monroe, La.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,942 ft., and change TL. App. March 13.

■ WTGS (ch. 28) Hardeesville, S.C.—Seeks MP to move SL outside community of lic. App. March 18.

Actions

AM's

■ WTSK (790 khz) Tuscaloosa, Ala.—Granted app. to increase power to 5 kw. Action March 8.

■ WSST (800 khz) Largo, Fla.—Granted app. to add night power with 1 kw; increase day power to 50 kw; install DA-N; change freq. to 820 khz, and make changes in ant. sys. Action March 13.

■ WELW (1330 khz) Willoughby, Ohio—Returned app. to add night service with 500 w and make changes in ant. sys. Action March 8.

■ WBDX (1030 khz) White Bluff, Tenn.—Granted app. to increase day power to 10 kw. Action March 7.

■ KBBO (1390 khz) Yakima, Wash.—Returned app. to increase power to 5 kw and change to DA-2. Action March 8.

■ WTSO (1070 khz) Madison, Wis.—Granted app. to make changes in monitor point bearings. Action March 6.

FM's

■ KKJJ (103.9 mhz) Payson, Ariz.—Dismissed app. to change ERP to 1.55 kw and change HAAT to 452 ft. Action March 6.

■ KJYK (94.9 mhz) Tucson, Ariz.—Granted app. to change TL; change ERP to 96.5 kw, and change HAAT to 1,952 ft. Action March 7.

■ *KRCC (91.5 mhz) Colorado Springs—Dismissed app. to change TL and change ERP to 1 kw. Action March 6.

■ KLVN (95.9 mhz) Newton, Iowa—Dismissed app. to change TL and change ERP to 2.82 kw. Action March 6.

■ WMJS (92.7 mhz) Prince Frederick, Md.—Dismissed app. change ERP to 2.35 kw and make changes in ant. sys. Action March 6.

■ WILS-FM (101.7 mhz) Lansing, Mich.—Dismissed app. to change TL; change ERP to 2.09 kw, and change HAAT to 3,781.84 ft. Action March 6.

■ KELE (100.1 mhz) Aurora, Mo.—Dismissed app. to change TL; change ERP to 1.65 kw, and change HAAT to 400 ft. Action March 6.

■ KJPW-FM (102.3 mhz) Waynesville, Mo.—Dismissed app. to change TL; change ERP to .85 kw; change HAAT to 518 ft., and make changes in ant. sys. Action March 6.

■ WITQ (99.3 mhz) Brock Island, R.I.—Returned app. to change SL to Charlestown, R.I.; change TL, and change HAAT to 328 ft. Action March 6.

■ KITE-FM (105.5 mhz) Portland, Tex.—Dismissed app. to change ERP to 2.46 kw. Action March 6.

TV

■ WLTK (ch. 16) Somerset, Ky.—Dismissed app. to change ERP to vis. 1,169.2 kw, aur. 116.92 kw; change HAAT to 641.63 ft., and change TL. Action March 6.

Call Letters

Applications

Call	*Sought by*
	New AM
WLMV	Midwest Broadcast Associates Ltd., Vernon Hills, Ill.
	New FM's
*KGMR	Clarksville Educational Broadcasting Foundation, Clarksville, Ark.
*KBKE	Pacific States Educational Broadcasting Foundation, Bakersfield, Calif.
WBYG	Pam-Lar Broadcasting, Sandwich, Ill.
*KEJC	Oklahoma Educational Broadcasting Foundation, Vinita, Okla.
*KBUB	Waco Educational Broadcasting Foundation, Brownwood, Tex.
*KWHC	Heritage Educational Foundation of Wyoming, Casper, Wyo.
	Existing AM
WSDM	WWCM Clay County Community Broadcasters Inc., Brazil, Ind.
	Existing FM's
WSDM-FM	WBDJ-FM Clay County Community Broadcasters Inc., Brazil, Ind.
*KNMC	KNOG Northern Montana College, Havre, Mont.
WRIO	WMTT Family Broadcasting Group, Ponce, P.R.
	Existing TV
KTVH	KTVG Great Northern Communications Inc., Helena, Mont.

Summary of broadcasting as of January 31, 1985

Service	**On Air**	**CP's**	**Total***
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Grants

Call	*Assigned to*
	New AM's
KRCK	Royce International Broadcasting, Burbank, Calif.
KNXX	Don R. Davis, Los Ranchos de Albuquerque, N.M.
WOIZ	Juan C. Rodriguez, Guayanilla, P.R.
	New FM's
KNCQ	McCarthy Enterprises Ltd., Redding, Calif.
KDAL-FM	The Snee & Associates Limited Partnership, Duluth, Minn.
WAVF	Hanahan Communications Inc., Hanahan, S.C.
WGCQ	Battery Creek Communications Corp., Parris Island, S.C.
	New TV
*WFWA	Fort Wayne Public Television Inc., Fort Wayne, Ind.
	Existing AM's
KYXZ	KBOT Douglas Norman Schneider, Cabot, Ark.
KTSS	KXRK Timothy P. Anderson, Davenport, Iowa
KSAJ	KABI KABI Inc., Abilene, Kan.
WSRR	WCRV Star Broadcasting Inc., Washington, N.J.
WLRQ	WJRB Elf Communications Inc., Madison, Tenn.
	Existing FM's
KSAJ-FM	KABI-FM KABI Inc., Abilene, Kan.
WNWK	WHBI Global Broadcasting Group Inc., Newark, N.J.
WMGS	WYZZ Warm Broadcasting Co., Wilkes-Barre, Pa.
WLRQ-FM	WJKZ Elf Communications Inc., Franklin, Tenn.

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The Fifth Estate

Broadcasting ⚡ Apr 1

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Vol. 108 No. 13

Broadcasting Apr 1

A preview of the 99th Congress, according to Tim Wirth
The management approach at CBS
Coverage of the CAB conference

WIRTH VIEWS □ House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) sees fewer showdowns with Fifth Estate in this congressional session and seeks cooperation with broadcasting industry on programing, public broadcasting areas. Subcommittee's emphasis to shift from telecommunications matters to those of finance and international trade. **PAGE 39.**

DEAL RECAP □ Brokers estimate what particular stations will get on the market when CCC/ABC divests its media properties in order to meet FCC regulations. **PAGE 43.**

LOCAL PRE-EMPTION □ FCC moves to pre-empt state and local zoning laws concerning earth stations, makes further housecleaning moves in AM technical rules area. **PAGE 45.**

CBS STORY □ In view of the increased attention paid to television networks by the financial community, strength and stability—in short, management—have taken on a new urgency. Gene Jankowski has applied the collegial approach to assembling his management team. In this special report, BROADCASTING looks at the way the CBS/Broadcast Group president has chosen and positioned key executives to meet the increasing challenge and complexity of media management. **PAGE 48.**

AD CAMPAIGN □ Cabletelevision Advertising Bureau convention stresses educating advertisers and agencies to benefits of cable. **PAGE 60.** General Foods' Mitchel discusses targeted marketing. **PAGE 64.** Needham Harper Worldwide's Reinhart urges creation of cable advertising excellence award. **PAGE 65.**

SWEEPING RESULTS □ CBS affiliates first, NBC second and ABC third in February sweeps. Only NBC shows household gain. **PAGE 72.**

END OF LINE □ WNYC(AM) New York loses appeal at Supreme Court to operate nighttime service. **PAGE 75.**

GOVERNMENT INTERVENTION □ Storer seeks FCC help in combating proxy fight by group of stockholders. **PAGE 75.**

HILL CONCERNS □ Senate questions Fowler on Capcities/ABC waivers. **PAGE 76.**

SATELLITE STRATEGY □ Intelsat Director Colino outlines measures to protect satellite carrier's services. **PAGE 78.** Intelsat cuts service rates and approves new services. **PAGE 80.**

INTERNATIONAL NIGHTLINE □ Ted Koppel and company spend one week exploring South African issues in *Nightline* segments from Johannesburg. **PAGE 86.**

FIRST RIGHTS □ Appeals court decision further widens cable's First Amendment rights. **PAGE 88.**

PUMPING MONEY □ Tele-Communications Inc. continues to infuse DBS operator USCI with cash; ATC shows interest in joining TCI's DBS plans. **PAGE 89.**

HIGH RATING □ James Lyons, president of A.C. Nielsen's Media Research Group, is helping that company keep pace with the proliferating delivery services. **PAGE 119.**

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February sweep numbers show strides NBC has made

Network is only one to record household gain and moves from third to second behind first-place CBS

CBS affiliates ranked first, NBC affiliates second and ABC affiliates third in prime time homes delivery in local television audience measurements in the February sweeps.

The order of finish, like the one in last fall's November sweep, represented a top-to-bottom change from February 1984, when ABC's affiliates placed first, CBS's second and NBC's third. Only NBC's affiliates reached more homes last February than in February 1984. They reached 9% more, while CBS's were down by 6.4% and ABC's by 15.2%.

These figures are drawn from CBS researchers' analysis of the market-by-market reports of the Arbitron audience measurement service, totaling 211 markets.

(Each network does its own analysis, using its own methodologies. The results differ but usually in minor detail; rarely are the differences enough to create disagreement about the order of finish. This year, for instance, NBC found the same order of finish but calculated its gain in homes delivered at 8% rather than the 9% CBS estimated, and put the CBS and ABC losses at 6% and 15% respectively, almost identical to the CBS calculations.)

In the CBS researchers' count of the Arbitron books, the three networks together reached 41,948,000 households per average prime time, quarter-hour during the February sweep period, down 5.2% from February 1984's average of 44,239,000. CBS put its own total at 14,464,000, NBC's at 13,834,000 and ABC's at 13,650,000, giving CBS an edge of 4.6% over NBC and 6% over ABC.

NBC researchers' tally of the Arbitron reports, covering 222 markets, put the CBS total at 14,580,000 homes, NBC's at 14,112,000 and ABC's at 13,771,000.

They also said NBC was first in prime time women, 18-49, and first in men, 18-49. They were preparing a more detailed analysis for distribution later.

The CBS analysis noted that the 5.2% decline in three-network audience does not tell the whole story: "Since the overall total U.S. household population has increased slightly since February 1984 (+1.3%), these [homes-delivery] figures instead represent a 6.5% three-network loss, this year versus last."

The CBS analysis said that, compared with February 1984, CBS affiliates increased their prime time homes delivery in 39 markets, dropped in 127 and showed no change in 13, while NBC affiliates gained in 148, lost in 25 and were unchanged in 10, and ABC affiliates moved up in 30, down in 135 and held steady in 11.

In the 147 Arbitron markets (145 last year) where all three networks have affiliates, the CBS researchers, using fractional credits in accounting for ties, calculated that CBS affiliates ranked first in prime time in 64 markets, down from 67.8 a year earlier; NBC affiliates were first in 48, up from 13.8, and ABC affiliates were first in 35, down from 63.3. In second-place prime time finishes, CBS affiliates had 48.6, NBC affiliates 48 and ABC affiliates 50.5, while third-place scores went to CBS affiliates in 34.5 markets, to NBC affiliates in 51 and to ABC affiliates in 61.5.

On an all-day basis (9 a.m. to midnight), the CBS calculations showed CBS affiliates in first place in 74 markets, up from 67 a year earlier; NBC affiliates first in 36.5 markets, up from 21, and ABC affiliates first in 36.5 markets, down from 57. Second-place rankings on the 9 a.m. to midnight basis went to CBS affiliates in 43.5 markets, NBC affiliates in 47 markets and ABC affiliates in 56.5 markets, while third-place standings were distributed as follows: CBS in 29.5 markets, NBC in 63.5 and ABC in 54.

The table beginning below was developed by BROADCASTING from CBS compilations of Arbitron market-by-market reports. Household numbers are in thousands (add 000) per average quarter-hour (8-11 p.m., Monday-Saturday, and 7-11 p.m., Sunday) and include viewing of any local programing that pre-empted network programs. Boldface numbers indicate market winners. An asterisk shows a new station or affiliation change in the market between the February sweeps of 1984 and 1985. The 1985 sweep period was Jan. 30-Feb. 26. Not included are markets that Arbitron does not measure, including those in Alaska, Hawaii and the Virgin Islands. ☐

ADI (rank)	1985 households (000) ABC	 CBS	 NBC
Abilene-Sweetwater, Tex. (156)	17	22	**28**
Akron, Ohio (Cleveland)	**11**	—	—
Albany, Ga. (152)	6	—	**64**
Albany-Schenectady-Troy, N.Y. (52)	81	**103**	87
Albuquerque, N.M. (64)	71	51	**73**
Alexandria, La. (163)	—	—	**44**
Alexandria, Minn. (180)	—	**32**	—
Alpena, Mich. (210)	—	**6**	—
Amarillo, Tex. (116)	**39**	29	30
Anniston, Ala. (194)	—	**14**	—
Ardmore-Ada, Okla. (173)	14	**25**	—
Atlanta (15)	202	229	188
Augusta, Ga. (104)	**49**	42	31
Austin, Tex. (81)	41	**59**	48
Bakersfield, Calif. (150)	**27**	22	21
Baltimore (21)	**177**	170	173
Bangor, Me. (154)	19	**28**	23
Baton Rouge (89)	**71**	63	38
Battle Creek, Mich. (Grand Rapids, Mich.)	**32**	—	—
Beaumont-Port Arthur, Tex. (121)	41	**46**	39
Bellingham, Wash. (Seattle)	—	**11**	—
Bend, Ore. (206)	—	**4**	—
Billings-Hardin, Mont. (164)	**17**	**17**	8
Biloxi-Gulfport-Pascagoula, Miss. (178)	**37**	—	—
Binghamton, N.Y. (133)	13	**48**	24
Birmingham, Ala. (47)	**118**	48	113
Bluefield-Beckley-Oak Hill, W.Va. (143)	**34**	—	33
Boise, Idaho (134)	26	23	**29**
Boston (6)	282	283	**297**
Bowling Green, Ky. (192)	**28**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	26	57	**83**
Buffalo, N.Y. (35)	112	107	**108**
Burlington, Vt.-Plattsburgh, N.Y. (101)	12	**49**	33
Casper-Riverton, Wyo. (180)	**17**	8	3
Cedar Rapids-Waterloo, Iowa (77)	48	50	**69**
Charleston, S.C. (106)	36	**44**	39
Charleston-Huntington, W.Va. (43)	72	93	**131**
Charlotte, N.C. (32)	108	**149**	46
Charlottesville, Va. (Richmond, Va.)	—	—	**8**
Chattanooga (80)	56	49	**58**
Cheyenne, Wyo. (190)	—	**20**	—
Chicago (3)	**532**	424	506
Chico-Redding, Calif. (140)	**30**	24	—
Cincinnati (27)	114	**132**	113
Clarksburg-Weston, W.Va. (165)	—	**31**	23
Cleveland (11)	**281**	236	276
Colorado Springs-Pueblo (105)	**43**	38	32
Columbia, S.C. (86)	35	37	**77**
Columbia-Jefferson City, Mo. (145)	**31**	**31**	21
Columbus, Ga. (115)	**47**	46	20
Columbus, Ohio (34)	106	**136**	116
Columbus-Tupelo, Miss. (137)	13	29	**51**

ADI (rank)	1985 households (000) ABC	CBS	NBC
Corpus Christi, Tex. (125)	**31**	27	29
Dallas-Fort Worth (8)	**252**	**252**	230
Davenport, Iowa-Rock Island-Moline, Ill. (74)	60	57	**68**
Dayton, Ohio (49)	74	**114**	78
Denver (19)	147	138	**167**
Des Moines (66)	55	71	**77**
Detroit (7)	297	272	**314**
Dothan, Ala. (161)	11	**46**	—
Dubuque, Iowa (Cedar Rapids-Waterloo, Iowa)	**6**	—	—
Duluth, Minn.-Superior, Wis. (119)	30	**32**	30
El Centro, Calif.-Yuma, Calif. (179)	5	—	**10**
El Paso, Tex. (97)	36	30	**45**
Elmira, N.Y. (166)	**13**	—	**13**
Erie, Pa. (135)	25	24	**42**
Eugene, Ore. (128)	29	**30**	12
Eureka, Calif. (182)	8	**10**	—
Evansville, Ind. (87)	**60**	46	44
Fargo, N.D. (102)	**43**	37	35
Flagstaff, Ariz. (205)	—	—	**10**
Flint-Saginaw-Bay City, Mich. (58)	85	45	**94**
Florence, S.C. (148)	25	**55**	—
Florence, Ala. (Huntsville-Decatur, Ala.)	—	—	**8**
Fort Myers-Naples, Fla. (112)	23	**37**	36
Fort Smith, Ark. (147)	21	**33**	14
Fort Wayne, Ind. (96)	**44**	41	42
Fresno, Calif. (65)	54	**69**	51
Gainesville, Fla. (174)	**20**	—	—
Glendive, Mont. (211)	—	2	—
Grand Junction, Colo. (184)	9	**16**	—
Grand Rapids-Kalamazoo, Mich. (40)	60	84	**94**
Great Falls, Mont. (177)	**14**	12	—
Green Bay, Wis. (68)	**66**	58	63
Greensboro-Winston Salem-High Point, N.C. (51)	87	**106**	82
Greenville-New Bern, N.C. (99)	36	51	**58**
Greenville-Spartanburg, S.C.-Asheville, N.C. (37)	95	102	**118**
Greenwood-Greenville, Miss. (170)	**30**	14	—
Hagerstown, Md. (195)	—	—	**16**
Hanover, N.H. (Burlington, Vt.-Plattsburgh, N.Y.)	—	—	**10**
Harrisburg-Lancaster-Lebanon-York, Pa. (48)	66	83	**119**
Harrisonburg, Va. (197)	**19**	—	—
Hartford-New Haven, Conn. (22)	137	**174**	75
Helena, Mont. (Great Falls, Mont.)	—	—	**5**
Houston (10)	**266**	209	200
Huntsville-Decatur-Florence, Ala. (91)	53	**55**	41
Idaho Falls-Pocatello (157)	13	**20**	18
Indianapolis (25)	128	**142**	139
Jackson, Miss. (84)	30	64	**69**
Jackson, Tenn. (185)	**36**	—	—
Jacksonville, Fla. (63)	49	**84**	48
Johnstown-Altoona, Pa. (79)	1	57	**94**
Jonesboro, Ark. (175)	**35**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	30	**39**	30
Kansas City, Mo. (28)	**131**	**131**	127
Knoxville, Tenn. (59)	69	**96**	50
La Crosse-Eau Claire, Wis. (130)	17	32	**39**
Lafayette, Ind. (191)	—	**18**	—
Lafayette, La. (109)	46	**67**	—
Lake Charles, La. (171)	—	—	**39**
Lancaster-Lebanon, Pa. (Hrbrg-Lan-Leb-York)	—	**29**	—
Lansing, Mich. (103)	—	**58**	42
Laredo, Tex. (199)	4	4	**5**
Las Vegas (99)	32	36	**40**
Laurel-Hattiesburg, Miss. (168)	—	—	**31**
Lexington, Ky. (76)	56	**71**	55
Lima, Ohio (196)	—	—	**16**
Lincoln-Hastings-Kearney, Neb. (90)	28	**54**	14
Little Rock, Ark. (56)	**90**	83	77
Los Angeles (2)	**624**	534	598
Louisville, Ky. (45)	66	101	**108**
Lubbock, Tex. (128)	22	**32**	26
Macon, Ga. (142)	19	**46**	17
Madison, Wis. (107)	34	**46**	43
Manchester, N.H. (Boston)	**30**	—	—
Mankato, Minn. (207)	—	**16**	—
Marquette, Mich. (186)	—	**21**	—
McAllen-Brownsville, Tex. (117)	**37**	34	21
Medford, Ore. (155)	11	20	**28**
Memphis (41)	82	**131**	112
Meridian, Miss. (169)	**26**	11	5
Miami (14)	171	**185**	176
Milwaukee (29)	114	110	**128**
Minneapolis-St. Paul (13)	173	**188**	149
Minot-Bismarck-Dickinson, N.D. (144)	—	30	**37**
Missoula-Butte, Mont. (149)	—	14	**26**
Mobile, Ala.-Pensacola, Fla. (61)	64	**96**	74
Monroe, La.-El Dorado, Ark. (113)	16	**67**	24
Montgomery, Ala. (120)	21	23	**67**
Nashville, Tenn. (31)	93	**150**	136
New Orleans (33)	92	**135**	112
New York (1)	977	923	**995**
Norfolk-Portsmouth, Va. (46)	81	**97**	81
North Platte, Neb. (209)	—	—	**8**
Odessa-Midland, Tex. (146)	**29**	27	24
Oklahoma City (36)	84	**108**	98
Omaha (72)	**76**	71	69
Orlando-Daytona Beach, Fla. (30)	115	116	**128**
Ottumwa, Iowa-Kirksville, Mo. (202)	**21**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (73)	30	**79**	65
Palm Springs, Calif. (187)	**7**	—	6
Panama City, Fla. (176)	19	—	**23**
Parkersburg, W.Va. (198)	—	—	**10**
Peoria, Ill. (98)	44	38	**45**
Philadelphia (4)	**514**	425	453
Phoenix-Flagstaff (23)	114	**128**	114
Pittsburgh (12)	**261**	227	168
Portland, Ore. (24)	107	**121**	112
Portland-Poland Spring, Me. (78)	49	41	**51**
Presque Isle, Me. (201)	—	**8**	—
Providence, R.I.-New Bedford, Mass. (39)	101	80	**118**
Quincy, Ill.-Hannibal, Mo. (153)	—	**34**	32
Raleigh-Durham, N.C. (38)	**113**	107	42
Rapid City, S.D. (162)	**25**	—	15
Reno (123)	**29**	23	22
Richmond, Va. (55)	69	**86**	64

Year of Yuppie?

The way Foote, Cone & Belding sees it, the 1985-86 prime time season represents "the year of the yuppie" in network TV program development. The networks are making "an attempt to reach that well-paid, self-indulgent, baby-boom audience" with programing that to succeed "must serve a purpose, deliver a message or relate to life experiences." That is among the conclusions of FCB's national TV programing division as detailed in FCBlecom, a 58-page analysis and report, series by series, on the development plans of ABC, CBS and NBC. The report finds the new crop of sitcoms "similar to last season's in many respects," with new shows focusing on modern-day struggles of married or single parents, career women and mothers returning to the work force.

FCBlecom also takes a look at development projects network by network. According to the report:

■ ABC, after a full season of prime time trouble, appears to have prepared well for 1985-86, with a number of projects slated for mid-season starts or replacements—a precaution too much ignored last year. The network needs five to seven hours of new programing, and its development projects include nine new comedies and 15 dramas.

■ CBS, as the 1984-85 prime time ratings leader, is "the picture of stability," needing only three to five hours of new programing, maybe less. The development projects "look much like [CBS's] '84-'85 lineup," with both comedy and drama projects "more contemporary and sophisticated."

■ NBC, in its "Cinderella story" rise to second place, "finally reap[ed] the benefits of [Chairman] Grant Tinker's patience." For 1985-86 it needs about four and a half hours of new programing and has 13 new comedies and 13 new dramas to pick from. NBC has won the confidence of "some of Hollywood's most successful producers" and so should continue to be offered good product.

ADI (rank)	1985 households (000) ABC	CBS	NBC
Roanoke-Lynchburg, Va. (69)	42	**83**	57
Rochester, Minn.-Mason City, Iowa (141)	23	20	**28**
Rochester, N.Y. (71)	54	55	**56**
Rockford, Ill. (111)	33	30	**34**
Roswell, N.M. (183)	—	**16**	—
Sacramento-Stockton, Calif. (20)	142	137	**156**
St. Joseph, Mo. (189)	**17**	—	—
St. Louis (17)	157	**188**	**188**
Salinas-Monterey-San Jose, Calif. (110)	**41**	23	28
Salisbury, Md. (167)	13	**23**	—
Salt Lake City (42)	**90**	**90**	89
San Angelo, Tex. (193)	—	**14**	—
San Antonio, Tex. (44)	95	**101**	78
San Diego (26)	97	**115**	86
San Francisco (5)	276	**298**	276
Santa Barbara-Santa Maria, Calif. (114)	**26**	22	18
Sarasota, Fla. (158)	**23**	—	—
Savannah, Ga. (108)	33	**53**	27
Seattle-Bellingham-Tacoma (16)	164	138	**173**
Selma, Ala. (208)	—	**7**	—
Shreveport, La.-Texarkana, Tex. (53)	**90**	**90**	70
Sioux City, Iowa (139)	30	13	**37**
Sioux Falls-Mitchell, S.D. (93)	38	**62**	25
South Bend-Elkhart, Ind. (85)	45	57	**66**
Spokane, Wash. (75)	50	51	**54**
Springfield, Mass. (94)	38	—	**48**
Springfield, Mo. (82)	23	56	**64**
Springfield-Decatur-Champaign, Ill. (70)	53	63	**67**
Syracuse, N.Y. (67)	59	79	**82**
Tallahassee, Fla. (132)	10	**53**	8
Tampa-St.Petersburg, Fla. (18)	164	**200**	109
Terre Haute, Ind. (127)	14	38	**46**
Toledo, Ohio (60)	60	**93**	**93**
Topeka, Kan. (136)	11	**35**	26
Traverse City-Cadillac, Mich. (138)	16	**45**	32
Tucson, Ariz. (83)	41	42	**46**
Tulsa, Okla. (54)	**98**	84	73
Tuscaloosa, Ala. (188)	—	**10**	—
Twin Falls, Idaho (204)	—	—	**10**
Tyler, Tex. (160)	**52**	13	—
Utica, N.Y. (159)	16	—	**27**
Valdosta, Ga. (Tallahassee, Fla.)	**6**	—	—
Victoria, Tex. (203)	6	—	**7**
Waco-Temple, Tex. (95)	42	**51**	—
Washington (9)	217	**247**	215
Watertown-Carthage, N.Y. (172)	—	**20**	—
Wausau-Rhinelander, Wis. (131)	28	**46**	15
West Palm Beach-Ft. Pierce, Fla. (62)	43	23	**53**
Wheeling, W.Va.-Steubenville, Ohio (123)	—	49	**53**
Wichita-Hutchinson, Kan. (57)	59	**76**	65
Wichita Falls, Tex.-Lawton, Okla. (126)	26	**30**	28
Wilkes Barre-Scranton, Pa. (50)	**104**	64	98
Wilmington, N.C. (151)	31	5	**56**
Yakima, Wash. (122)	24	**32**	24
Youngstown, Ohio (92)	44	**66**	60
Zanesville, Ohio (200)	—	—	**11**

ABC, NBC tie for first in ratings

The order of finish was reversed in the prime time ratings for the week ending March 24, as ABC and NBC tied for first, just edging out CBS. Based on Nielsen's National Television Index (NTI), ABC and NBC tied with a 15.6 rating and a 24.8 and 25 share, respectively, of the national prime time television households.

CBS scored a 15/24, more than 12% below its season-to-date ratings average. (Part of the reason for CBS's lower numbers was the network's coverage of NCAA basketball on Friday night, which preempted both *Dallas* and *Falcon Crest*. Basketball finished 59th and 70th respectively.)

The combined network rating and share for the 26th week of the 1984-85 prime time season was a 46.2/74, down slightly from a 47.8/77 for the comparable week a year ago. HUT levels were up 1% to a 62.8, however.

The week broke down into wins on Monday, Saturday and Sunday for CBS. ABC took Wednesday and Friday, and NBC took Tuesday and Thursday.

Like the 25th week, week 26 of the season produced a high number of repeats—17 out of 72 programs. *The Cosby Show* finished first for the seventh time in eight weeks, with an average 25.9/38. NBC had five of the top 10 shows, including second-place *Family Ties* (22.8/34) and fifth-place *Cheers*, both Thursday shows.

ABC premiered two one-hour series on Thursday, *Wildside* (16.4/24) at 8:30 and *Eye to Eye* (18.1/28) at 9:30. ABC had been averaging 12.9/18 and 13.9/22, respectively, in those two time periods this year.

Off the Rack on ABC scored a 13.6/22 on Friday at 9:30, up from its season average of 12.2/19.

NBC's premiere of *Half Nelson* on Sunday night (9-11 p.m. EST) scored a 14.2/22. ABC's *Sunday Night Movie*, "California Girls," scored a 20.3/31 to win the night. CBS averaged a 18.5/27 for the 9 p.m. hour with *Crazy Like a Fox* and 16.4/27 for the one-hour *Trapper John* at 10 p.m.

In its second week on CBS, *Detective in the House* was down from its premiere of 14.4/24, scoring a 12.6/21.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	25.9/38
2.	Family Ties	NBC	22.8/34
3.	Dynasty	ABC	22.6/36
4.	60 Minutes	CBS	22.5/36
5.	Cheers	NBC	21.9/33
6.	Newhart	CBS	21.3/32
7.	Kate & Allie	CBS	21.3/31
8.	A Team	NBC	20.6/31
9.	California Girls	ABC	20.3/31
10.	Riptide	NBC	19.4/30
11.	Murder, She Wrote	CBS	19.3/28
12.	20/20	ABC	18.9/34
13.	Hotel	ABC	18.7/33
14.	Crazy Like a Fox	CBS	18.5/27
15.	Eye to Eye	ABC	18.1/28
16.	Facts of Life	NBC	17.9/27
17.	Night Court	NBC	17.8/28
18.	Highway to Heaven	NBC	17.8/27
19.	Webster	ABC	17.4/29
20.	Charlie Brown Special	CBS	17.4/27
21.	Cagney & Lacey	CBS	17.2/29
22.	Scarecrow & Mrs. King	CBS	17.1/25
23.	Miami Vice	NBC	17.0/30
24.	Knight Rider	NBC	17.0/26
25.	Hill Street Blues	NBC	16.4/29
26.	Trapper John, M.D.	CBS	16.4/27
27.	Hardcastle & McCormick	ABC	16.3/24
28.	Wildside	ABC	16.1/24
29.	Knots Landing	CBS	16.0/26
30.	TV Bloopers & Prac. Jokes	NBC	15.9/23
31.	Remington Steele	NBC	15.8/28
32.	Mr. Belvedere	ABC	15.8/26
33.	Fall Guy	ABC	15.6/24
34.	Life's Embarrassing Moments	ABC	15.5/23
35.	This Wife for Hire	ABC	15.4/24
36.	Betty Boop Special	CBS	15.2/23
37.	Who's The Boss?	ABC	15.0/22
38.	Private Sessions	NBC	14.9/23
39.	Airwolf	CBS	14.7/24
40.	Charlie Brown Special	CBS	14.6/24
41.	Benson	ABC	14.6/23
42.	First Steps	CBS	14.4/24
43.	Sara	NBC	14.4/22
44.	Love Boat	ABC	14.2/24
45.	Half-Nelson	NBC	14.2/22
46.	Garfield Special	CBS	13.9/23
47.	T.J. Hooker	ABC	13.7/23
48.	Three's A Crowd	ABC	13.7/21
49.	Off the Rack	ABC	13.6/22
50.	Matt Houston	ABC	13.5/24
51.	Hunter	NBC	13.1/24
52.	St. Elsewhere	NBC	13.1/23
53.	Punky Brewster	NBC	12.9/20
54.	Cover-Up	CBS	12.7/23
55.	Detective in the House	CBS	12.6/21
56.	V	NBC	12.3/20
57.	Diff'rent Strokes	NBC	12.1/20
58.	Used Cars	CBS	12.0/20
59.	Basketball, G-town-Loyola	CBS	12.0/19
60.	Moonlighting	ABC	11.9/21
61.	MacGruder & Loud	ABC	11.9/18
62.	Finder of Lost Loves	ABC	11.7/21
63.	Gimme a Break	NBC	11.5/19
64.	Double Trouble	NBC	11.5/19
65.	Code Name: Foxfire	NBC	11.4/19
66.	Jeffersons	CBS	11.4/18
67.	Alice	CBS	11.0/16
68.	Silver Spoons	NBC	10.9/18
69.	Ripley's Believe It or Not	ABC	10.9/18
70.	Basketball, St. John's-Ky.	CBS	10.8/20
71.	Under One Roof	NBC	10.8/18
72.	E/R	CBS	8.0/12

*indicates premiere episode

■ Rock Hill, S.C.—Metrolina Media Inc. seeks ch. 55; ERP vis. 5,000 kw; aur. 500kw; HAAT: 1,176 ft.; ant. height above ground: 415.5 ft. Address: 615 N. Pine St., Charlotte, N.C. 28202. Principal is equally owned by Ginise J. Clement, John H. Milden, Malcom M. Burleson and George Gold. Milden also owns WSSC(AM) Sumter, S.C., and WWWS(FM) Saginaw, Mich. Filed March 20.

■ Rock Hill, S.C.—Family 55 TV Inc. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,890 ft.; ant. height above ground: 1,899 ft. Address: 1610 Mulberry Circle, 29730. Principal is owned by Diane Wells (10%) and Jonathan Byrd (90%). Byrd is also app. for new TV in San Antonio, Tex. Filed March 20.

■ Rock Hill, S.C.—Urban Broadcasting Ltd. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,487 ft.; ant. height above ground: 1,514 ft. Address: 515 East Farris Ave., High Point, N.C. 27262. Principal is owned by Miriam L. Wagner, who has no other broadcast interests. Filed March 20.

■ Rock Hill, S.C.—Rock Hill Telecasters Associates Ltd. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,151 ft.; ant. height above ground: 1,038 ft. Address: 201 Parkmont Dr., Greensboro, N.C. 27408. Principal is owned by Benjamin T. Perry (50% partner, 15% owner) and Mark Conrad (50% partner, 5% owner) and Katherine R. Everett and her husband, Robinson. It also owns WKJA(TV) Wilmington, N.C., and is app. for new TV in Gainesville, Fla. Perry is also app. for new TV in Fort Worth. Everett and Conrad have interest in WGGT(TV) Greensboro, N.C. Everett also has interest in WFCT(TV) Fayetteville, N.C. Filed March 20.

■ Rock Hill, S.C.—DSL Broadcasting Inc. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,964 ft.; ant. height above ground: 1,931 ft. Address: 3814 Columbine Circle, Charlotte, N.C. 28211. Principal is owned by Mattye Silverman, who has no other broadcast interests. Filed March 20.

■ Rock Hill, S.C.—Koontz Communications seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,952 ft.; ant. height above ground: 1,955 ft. Address: 201 South College #1300, Charlotte, N.C. 28244. Principal is owned by Kenneth H. Koontz (20%), Robert A. Seefried (40%), James D. Berry (20%) and Allan C. Eustis III (20%). Berry is announcer and Eustis is weatherman for WJLA(TV) Washington. Filed March 20.

■ Rock Hill, S.C.—Susan S. Mulkey seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 610 ft.; ant. height above ground: 473 ft. Address: 84 S. 67th Ave., Pensacola, Fla. 32506. Principal has no other broadcast interests. Filed March 20.

■ Rock Hill, S.C.—Faye Daye Corp. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,005 ft.; ant. height above ground: 973 ft. Address: 111-C Cricket Tree Lane, Columbia, S.C. 29210. Principal is owned by Faye Daye, who is also app. for new TV's in Fort Worth; Castle Rock, Colo.; Charleston, S.C.; Tolleson, Ariz., and Blanco, Tex. Filed March 20.

■ Rock Hill, S.C.—Catawba Communications Inc. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,475 ft.; ant. height above ground: 1,413 ft. Address: 4511 Aberdeen Dr., Tyler, Tex. 75703. Principal is owned by L. William Heyman, who has no other broadcast interests. Filed March 20.

Facilities Changes

Applications

AM's

Tendered

■ KGDP (660 khz) Santa Ynez, Calif.—Seeks mod. of CP to change city of lic. to Orcutt, Calif. and change TL. App. March 19.

■ KNTA (1430 khz) Santa Clara, Calif.—Seeks CP to increase night power 2.5 kw; change TL, and make changes in ant. sys. App. March 19.

■ WGNZ (650 khz) Titusville, Fla.—Seeks mod. of CP to change city of lic. to Christmas, Fla. App. March 22.

Accepted

■ WJYV (850 khz) Forest, Miss.—Seeks CP to make changes in ant. sys. App. March 25.

■ WXSS (1030 khz) Memphis—Seeks MP to correct coordinates of directional ant. App. March 20.

■ WFCL (1380 khz) Clintonville, Wis.—Seeks CP to make changes in ant. sys. App. March 25.

FM's

Accepted

■ *KUAR (89.1 mhz) Little Rock, Ark.—Seeks mod. of CP to change TL. App. March 25.

■ *KRCC (91.5 mhz) Colorado Springs—Seeks CP to change ant. site; change ERP to .055 kw, and change HAAT to 2,102.48 ft. App. March 25.

■ *KCFR (90.1 mhz) Denver—Seeks mod. of CP to make changes in ant. sys. App. March 25.

■ *KWIT (90.3 mhz) Sioux City, Iowa—Seeks CP to increase ant. height and change ERP to 84 kw. App. March 25.

■ New (105.3 mhz) Haysville, Kan.—Seeks mod. of CP to change SL to 8.5 miles from center of Haysville on Highway 81. App. March 25.

■ WUUN (103.3 mhz) Marquette, Mich.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 541.2 ft. App. March 25.

■ *KDCV-FM (91.1 mhz) Blair, Neb.—Seeks CP to rated power from 10 to 100 w. App. March 25.

■ WIBF-FM (103.9 mhz) Jenkintown, Pa.—Seeks CP to install aux. ant. sys. App. March 22.

■ WXTU (92.5 mhz) Philadelphia—Seeks mod. of CP to change TL; change ERP to 17 kw, and change HAAT to 852.14 ft. App. March 25.

■ *WUOT (91.9 mhz) Knoxville, Tenn.—Seeks CP to construct higher tower; increase ant. center of radiation; replace present ant. and transmission line; change ERP to 100 kw, and change HAAT to 1,050.37 ft. App. March 25.

■ *WBCR (88.1 kw) Beloit, Wis.—Seeks CP to relocate ant., TL and SL; change ERP to .13 kw, and change center of radiation. App. March 25.

TV's

Accepted

■ WTLV (ch. 12) Jacksonville, Fla.—Seeks MP to change coordinates. App. March 19.

■ WSMW-TV (ch. 27) Worchester, Mass.—Seeks CP to correct ant. site coordinates. App. March 20.

■ *KWCM-TV (ch. 10) Appleton, Minn.—Seeks MP to change HAAT to 1,246 ft. and coordinates. App. March 25.

■ KNLC (ch. 24) St. Louis—Seeks CP to change ERP to vis. 3,126 ft., aur. 312.6 ft. and change HAAT to 1,002 ft. App. March 25.

■ KTRE-TV (ch. 9) Lufkin, Tex.—Seeks CP to change ERP to vis. 158 kw, aur. 31.6 kw; change HAAT to 670 ft., and change ant. App. March 20.

Summary of broadcasting as of January 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Actions

AM's

■ KJMB (1450 khz) Blythe, Calif.—Granted app. to increase nighttime power to 1 kw. Action March 18

■ KKAR (540 khz) Hesperia, Calif.—Granted app. to operate transmitter by remote control. Action March 7.

■ KOBO (1450 khz) Yuba City, Calif.—Granted app. to change nighttime power to 500 w. Action March 13.

■ WSBR (740 khz) Boca Raton, Fla.—Granted app. to increase day power 2.5 kw and change day electrical parameter. Action March 13.

■ WESL (1490 khz) East St. Louis, Ill.—Dismissed app. to increase daytime radiation efficiency. Action March 8.

■ KCOG (1400 khz) Centerville, Iowa—Granted app. to change nighttime power to 1 kw. Action March 13.

■ WGCR (1180 khz) Brevard, N.C.—Granted app. to make changes in ant. sys. Action March 14.

FM's

■ KJJZ (101.1 mhz) Kodiak, Alaska—Granted app. to change ERP to 4.3 kw and change HAAT to 36.08 ft. Action March 6.

■ KCIZ (104.9 mhz) Springdale, Ark.—Granted app. to change HAAT to 478.88 ft. and change ERP to 1 kw. Action March 7.

■ KKGO (105.1 mhz) Los Angeles—Granted app. to install aux. sys. and change HAAT to 2,853.6 ft. Action March 7.

■ KSJQ (96.7 mhz) Manteca, Calif.—Granted app. to change HAAT to 328 ft. Action March 11.

■ KLDR-FM (95.1 mhz) Delta, Colo.—Granted app. to change ERP to 100 kw and change HAAT to 969 ft. Action March 14.

■ WXBM-FM (102.7 mhz) Milton, Fla.—Granted app. to change TL; change HAAT to 1,328.4 ft., and make changes in ant. sys. Action March 19.

■ *WKGC-FM (90.7 mhz) Panama City, Fla.—Granted app. to change HAAT to 336 ft. and make changes in ant. sys. Action March 8.

■ WMKM (105.5 mhz) St. Augustine, Fla.—Granted app. to change ERP to 2.12 kw. Action March 14.

■ WKES (101.5 mhz) St. Petersburg, Fla.—Dismissed app. to change TL; change HAAT to 1,429 ft., and make changes in ant. sys. Action March 6.

■ WCUP (100.3 mhz) Tifton, Ga.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,004.66 ft. Action March 15.

■ WMJB (96.7 mhz) Wrens, Ga.—Granted app. to change HAAT to 157 ft. Action March 14.

■ KIPO-FM (93.5 mhz) Lihue, Hawaii—Granted app. to change TL and change ERP to 3 kw. Action March 14.

■ KOSX (98.3 mhz) Chubbuck, Idaho—Granted app. to change TL; change ERP to 3 kw, and change HAAT to minus 10 ft. Action March 11.

■ KMAQ-FM (95.3 mhz) Maquoketa, Iowa—Granted app. to change HAAT to 328 ft. Action March 6.

■ WMDJ-FM (100.1 mhz) Allen, Ky.—Granted app. to change SL outside community of lic. Action March 18.

■ WHRZ (97.7 mhz) Providence, Ky.—Granted app. to change HAAT to 328 ft. Action March 11.

■ WMJX (106.7 mhz) Boston—Granted app. to install new transmission sys. Action March 18.

■ WKSQ (94.5 mhz) Ellsworth, Me.—Granted app. to change ERP to 11.5 kw; change HAAT to 1,026.64 ft., and change TL. Action March 8.

■ WWMR-FM (96.3 mhz) Rumford, Me.—Granted app. to change ERP to 62.5 kw. Action March 14.

■ WQLR (106.5 mhz) Kalamazoo, Mich.—Granted app. to change ERP to 13.7 kw and change HAAT to 900 ft. Action March 14.

■ WYXX (96.1 mhz) Holland, Mich.—Granted app. to make changes in ant. sys. Action March 19.

■ WHWL (95.7 mhz) Marquette, Mich.—Granted app. to change SL. Action March 18.

■ KLBN (92.7 mhz) Albion, Neb.—Granted app. to change TL and change HAAT to 245 ft. Action March 7.

■ WBAB-FM (102.3 mhz) Babylon, N.Y.—Granted app. to change TL and change HAAT to 268 ft. Dismissed separate app. to change ERP to 2.6 kw; change HAAT to 344.4 ft., and make changes in ant. sys. Actions March 7.

■ WLTF (106.5 mhz) Cleveland—Granted app. to change ERP to 11 kw. Action March 7.

■ WLLT (94.9 mhz) Fairfield, Ohio—Granted app. to change ERP to 31 kw. Action March 15.

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The Fifth Estate

Broadcasting Apr 8

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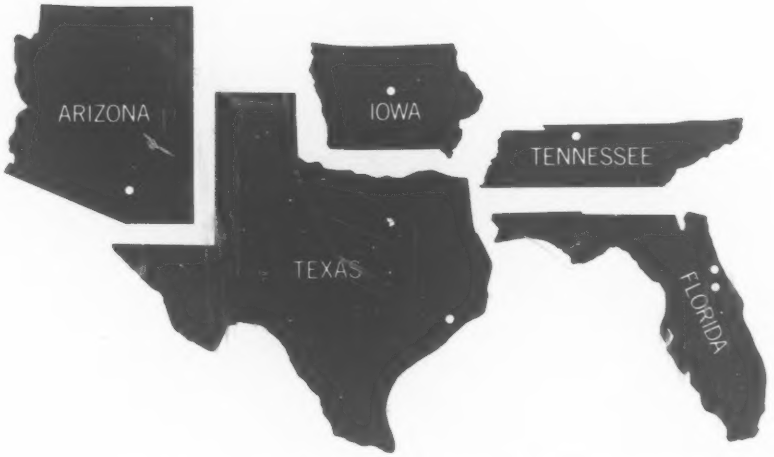

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54th Year 1985

Takeovers: the toil and trouble ◇ Electronic wonders of NAB '85

Vol. 108 No. 14

Broadcasting Apr 8

Storer battle ignites Hill concern
Rumors create turbulent week for CBS
Sneak peek at the technology of NAB 85

STORER STORY □ Battle for Storer continues in financial filings; congressmen show concern over FCC's role in proxy fight. **PAGE 39.**

ON GUARD □ CBS makes defensive moves in a week where takeover rumors drive up stock price. **PAGE 43.**

NAB 85 □ This year's equipment exhibition is marked both by its size and diversity. In this special report, BROADCASTING highlights the wares on display, broken down by product category. **PAGE 49.** A list of the who's and what's in the exhibit hall is on **PAGES 57-114.** A rundown of the agenda and the convention's highlights appears on **PAGES 114-124.**

FCC REQUEST □ Storer asks FCC to overrule staff decision that would allow Committee for Full Value of Storer Communications to take control of company. **PAGE 132.**

PRESIDENT'S POSITION □ Reagan officials testify before House subcommittee on administration position on international satellite competition. **PAGE 132.**

LOGGING IN AT FCC □ Commenters at FCC favor creation of international satellite systems that would compete with Intelsat. **PAGE 136.**

CABLE VICTORY □ Tele-Communications Inc. wins First Amendment fight in Florida over access to Homestead Air Force base. **PAGE 140.**

COURT TURN □ Panelists at bar association session predict fairness doctrine relief more likely to come from courts than FCC or Congress. **PAGE 142.**

FINE TUNING □ Petition by Media General at FCC seeks clarification of cable act: what constitutes franchise fees. **PAGE 143.**

WHEEL WINNER □ *Wheel of Fortune* widens lead as top syndicated show in Nielsen's Cassandra report for February. **PAGE 148.**

CLEAR SAILING □ Justice Department raises no objections to switch of Arizona cable systems by Times Mirror and Storer. **PAGE 151.**

LOOKING UP □ After year at helm of NBC News, Larry Grossman has brought the network back, in both prestige and ratings. **PAGE 159.**

CLIPPERS CLIPPED □ Supreme Court refuses to overturn court decision which ruled videotaping news programs and selling excerpts violated copyright laws. **PAGE 161.**

MAN OF SCIENCE □ Tom Keller, NAB's senior VP, science and technology, has helped guide industry through development and regulation of its newest technologies. **PAGE 183.**

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in open-bidding procurement practices similar to those employed by Intelsat.

The National Black Media Coalition, TransAfrica and the American Committee on Africa opposed the authorization of the separate systems which would "generate significant economic harm to the African members of Intelsat," they said.

"Weakening of the Intelsat system will impair communications between U.S. citizens and their African counterparts, result in a loss of African telecommunications and other business markets for U.S. companies, increase the risk of adoption of an a priori assignment plan for orbital slots and spectrum at the 1985 Space WARC and leave African states with no meaningful alternative to Intelsat other than inferior terrestrial service or Intersputnik," they said.

"These consequences of separate systems on the North Atlantic routes do not serve the interests of the United States. Therefore, the commission should dismiss or deny all applications by domestic companies seeking to provide service on these routes. The commission should also adopt rules precluding grant of such applications or acceptance of such applications for filing in the future." □

TV ad tally. Total television advertising in 1984 amounted to $19 billion, exceeding 1983 by 18%, according to the Television Bureau of Advertising.

TVB's estimates place network television advertising last year at $8.5 billion, up 21% from 1983; national and regional spot television at $5.5 billion, up 13.3%, and local television advertising at $5.0 billion, up 17%.

Procter & Gamble led the lists of both network and national-regional spot TV advertising, with $412.7 million in network and $239.3 million in spot TV. Other top network spenders in 1984 were AT&T, General Motors, General Foods, American Home Products and Sears, Roebuck & Co. Leading investors last year in national-regional spot TV were General Foods, General Mills, Pepsico, Coca-Cola and Lever Brothers.

Figures were compiled from Broadcast Advertiser Reports data, with spot information based on monitoring in the top 75 markets.

Network Television, 1984

	Company	*1984*	*1983*	*% change*
1.	Procter & Gamble	$412,747,100	$366,663,100	+13
2.	AT&T	253,117,200	146,603,800	+73
3.	General Motors	231,442,800	201,350,400	+15
4.	General Foods	190,223,300	165,491,000	+15
5.	American Home Products	179,089,000	161,442,200	+11
6.	Sears, Roebuck	172,445,800	145,006,800	+19
7.	Johnson & Johnson	168,639,100	131,265,900	+28
8.	Anheuser-Busch	166,415,800	116,661,300	+43
9.	Ford	164,253,400	172,308,100	-5
10.	McDonald's	162,462,300	80,930,900	+101
11.	Philip Morris	161,715,700	128,266,100	+26
12.	Lever Bros.	142,982,100	112,477,200	+27
13.	Coca-Cola	140,104,400	95,888,700	+46
14.	Kellogg	128,080,100	72,970,300	+76
15.	Dart & Kraft	123,288,700	87,414,800	+41
16.	Bristol Myers	122,552,400	120,974,300	+1
17.	General Mills	116,706,600	100,250,300	+16
18.	Beatrice	111,591,200	97,605,000	+14
19.	Pillsbury	106,983,400	74,336,900	+44
20.	R.J. Reynolds	97,600,200	74,580,400	+31
21.	Ralston Purina	94,085,600	94,438,500	—
22.	Chrysler	93,637,400	84,193,700	+11
23.	Pepsico	91,906,700	73,955,200	+24
24.	Warner-Lambert	86,976,200	74,655,100	+17
25.	Sterling Drug	83,565,000	82,682,300	+1

National and regional spot television

	Company	*1984*	*1983*	*% change*
1.	Procter & Gamble	$239,328,600	$229,251,800	+4
2.	General Foods	96,673,200	71,394,000	+35
3.	General Mills	91,024,900	88,792,700	+3
4.	Pepsico	84,983,800	72,778,200	+17
5.	Coca-Cola	60,633,100	68,408,800	-11
6.	Lever Bros.	59,121,900	55,918,700	+6
7.	Toyota	58,337,100	42,505,600	+37
8.	Beatrice	56,146,100	46,636,100	+20
9.	Anheuser-Busch	53,646,600	51,002,000	+5
10.	Dart & Kraft	52,832,400	43,075,800	+23
11.	Philip Morris	44,809,000	48,909,000	-8
12.	Hasbro Bradley	42,951,700	35,856,500	+20
13.	Mars	42,779,600	44,332,300	-4
14.	Nissan	41,022,400	43,116,900	-5
15.	Warner-Lambert	40,920,200	38,292,200	+7
16.	Kellogg	40,641,200	34,130,800	+19
17.	Ford	40,597,600	38,130,300	+6
18.	Nestle	38,893,100	34,011,800	+14
19.	General Motors	38,357,500	25,672,200	+49
20.	Ralston Purina	35,450,700	20,063,000	+77
21.	Nissan Auto Dealers	33,515,100	18,417,200	+82
22.	MCI	32,829,300	29,259,800	+12
23.	Nabisco Brands	30,443,700	22,028,300	+38
24.	Time Inc.	30,132,900	28,624,400	+5
25.	Chrysler	30,097,800	20,205,700	+49

TCI victorious in First Amendment fight in Florida

Appeals court overturns ruling that denied TCI continued access to Homestead Air Force base

The First Amendment has again provided a cable television system with the grounds on which to stake a claim for a right to serve a community, the wishes of that community to the contrary notwithstanding. What's more, the community involved in the case that was decided by the U.S. Court of Appeals in Washington last week is a military reservation, Homestead Air Force Base, in Florida.

Earlier this month, a three-judge panel of the U.S. Court of Appeals for the Ninth Circuit held that the First Amendment prohibits a city from using the franchising process to deny a cable system access to public utility facilities capable of accommodating it (BROADCASTING, March 4). Preferred Communications Inc. was protesting the refusal by the city of Los Angeles to grant it access to the city's facilities to provide cable service to a section of Los Angeles.

Preferred was seeking to establish a new service; Tele-Communications of Key West was seeking to continue providing the cable service to Homestead that it and a predecessor company had been providing for 10 years. But although both companies were successful in invoking the First Amendment as an argument for remanding cases to the district courts, they still have considerable litigation ahead. At a minimum, the systems will have to convince the district courts involved that the facts support their First Amendment arguments. Even before getting to that forum, Preferred must deal with the effort of the city of Los Angeles to persuade the full U.S. Court of Appeals for the Ninth Circuit to rehear that case.

The TCI case grew out of the decision of the Air Force in 1983—after requesting bids for cable television service—to award an exclusive franchise to Americable Associates, and to order TCI to remove its cables and other equipment from the base's cable television right-of-way by the end of the year. TCI asked the district court for an order prohibiting the Air Force from proceeding with those actions. TCI also asked for a declaratory judgment that any effort by the Air Force to prevent TCI from continuing its service would violate its First and Fifth Amendment rights and the Sherman Antitrust Act. The court dismissed the complaint and the request for relief—and TCI ceased service and left the base.

The appeals court panel, in overturning the district court's decision, found that the lower court had committed procedural errors in improperly considering materials outside TCI's complaint. But the panel decided to deal with the appeal on the merits—and wrote an opinion that appears to lend weight to the argument that cable systems have First Amendment rights similar to those of the press. But first, the panel found it necessary to discard the "facts" on which the lower

'Wheel of Fortune' widens lead in Cassandra report

It is followed by 'M*A*S*H' and 'Three's Company' in February sweep period of Nielsen survey

For the fifth consecutive sweep period, King World's *Wheel of Fortune* was the number-one ranked syndicated program, according to A.C. Nielsen Co.'s Cassandra Report for the February 1985 local sweep period. The top-rated game show racked up a 19.7 national rating on 180 stations during the February sweeps—smashing all previous ratings records for syndicated programing.

Wheel of Fortune's rating rose from a 16.4 last November when it was carried by 179 stations.

Coming up behind *Wheel of Fortune* was 20th Century Fox's *M*A*S*H*, which scored a 10.9 rating on 168 stations, up from a 10.0 rating on 164 stations last November but down from an 11.6 rating on 167 stations during February 1984.

D. L. Taffner's *Three's Company* held its number-three position and rose to a 10.7 rating on 171 stations, compared to a 9.6 on 167 stations last November, but down from an 11.0 rating on 145 stations a year ago.

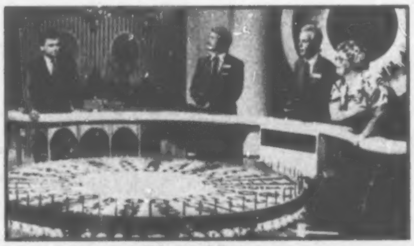
Another King World game show, *Jeopardy*, came in fourth and with a 9.5 rating on 127 stations, moving up from 11th place last November when it pulled a 7.2 rating on 116 stations.

Despite a higher rating, Paramount's *Entertainment Tonight* slipped from fourth place last November to fifth place in February with a 9.3 rating on 146 stations. Its rating is flat compared to February 1984 when it was carried on 135 stations.

Tied for sixth were Embassy's *Diff'rent Strokes* and Group W's *PM Magazine*, both of which earned an average 9.1 rating. They were followed by, in descending order, Gaylord's *Hee Haw* (8.6) and Telepictures' *People's Court* (8.5). There was a three-way tie for 10th place between Viacom's *Family Feud*, Embassy's *The Jeffersons* and Telepictures' *Newscope*, all which averaged an 8.3 national rating. However, *Newscope* was seen in only five markets, representing 2.3% coverage.

Among the top-20 syndicated series that were on the air in February 1984, 14 experienced ratings declines, four increased and two were flat. The biggest ratings declines February-to-February were recorded by *Family Feud* (down 43%), *Solid Gold* (down 18%), *People's Court* (down 13%) and *The Jeffersons* (down 11%).

Those achieving the greatest ratings increase over a year ago were *Wheel of Fortune* (up 27%) and *Fight Back* (up 17%). *Entertainment Tonight* and *Dance Fever* were flat.


Wheel of Fortune

M*A*S*H

Three's Company

Jeopardy

Entertainment Tonight

Donahue held its number-three position among interview shows, after *Entertainment Tonight* and *PM Magazine*. *Donahue* had a 6.9 rating in 171 markets to join a three-way tie for 18th among all shows. A year ago *Donahue* pulled a 6.4 in 165 markets.

Wheel of Fortune was also number one in all key demographic categories, except teenagers and children. Among women, 18-49, *The Jeffersons* tied for fifth with *Diff'rent Strokes*, although *The Jeffersons* ranked 10th overall. Tied for seventh among women, 18-49, were *Benson*, *Star Search* and *Fame*, although those shows were ranked, respectively, 15th, 24th and 27th in overall ratings.

Among men, 18-49, *$100,000 Name That Tune* ranked sixth, although it ranked 18th in overall ratings. *Taxi*, which ranked 24th

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in overall ratings, came in eighth among men, 18-49. The highest-ranked show among both teen-agers and children was *Diff'rent Strokes*, despite a sixth place showing in overall ratings. And the second highest rating among children went to Group W's *He-Man and Masters of the Universe*, despite a 51 ranking overall. ☐

Charting the top syndicated shows

	Feb. 85		% chg. Feb. '85 Nov. '84	Nov. 84		% chg. Nov. '84 Feb. '84	Feb. 84		% chg. Feb. '85 Feb. '84
Program	Mkts.	Rtg.		Mkts.	Rtg.		Mkts.	Rtg.	
Wheel of Fortune	180	19.7	16.75	179	16.4	12.80	91	14.3	27.41
*M*A*S*H*	168	10.9	8.26	164	10.0	−16.00	167	11.6	−6.42
Three's Company	171	10.7	10.28	167	9.6	−14.58	145	11.0	−2.80
Jeoprady	127	9.5	24.21	116	7.2	0.00	—	—	—
Enter. Tonight	146	9.3	6.45	141	8.7	−6.90	135	9.3	0.00
Diff'rent Strokes	95	9.1	16.48	85	7.6	0.00	—	—	—
PM Magazine	66	9.1	9.89	67	8.2	−21.95	83	10.0	−9.89
Hee Haw	171	8.6	8.14	169	7.9	−6.33	170	8.4	2.33
People's Court	170	8.5	8.24	169	7.8	−23.08	167	9.6	−12.94
Family Feud	108	8.3	−1.20	111	8.4	−40.48	142	11.8	−42.17
The Jeffersons	128	8.3	7.23	125	7.7	−19.48	126	9.2	−10.84
Benson	53	7.6	7.89	42	7.0	0.00	—	—	—
Fight Back	31	7.2	−5.56	26	7.6	21.05	18	6.0	16.67
Donahue	171	6.9	14.49	171	5.9	−8.47	165	6.4	7.25
Name That Tune	100	6.9	5.80	96	6.5	0.00	—	—	—
WKRP in Cincinnati	114	6.9	14.49	113	5.9	−30.51	109	7.7	−11.59
Barney Miller	108	6.8	13.24	101	5.9	−18.64	124	7.0	−2.94
Dance Fever	98	6.7	1.49	93	6.6	−1.52	111	6.7	0.00
Dukes of Hazzard	116	6.5	9.23	123	5.9	0.00	—	—	—
Star Search	162	5.4	15.63	159	5.4	−22.22	166	6.6	−3.13
Taxi	80	6.4	6.25	77	6.0	−10.00	50	6.6	−3.13
2 Close for Comfort	93	6.4	6.25	91	6.0	0.00	—	—	—
Fame	129	6.2	4.84	128	5.9	−10.17	116	6.5	−4.84
Sale of the Century	32	6.2	0.00	—	—	0.00	—	—	—
Solid Gold	186	6.2	0.00	182	6.2	−17.74	182	7.3	−17.74
Hart to Hart	29	6.0	11.67	28	5.3	0.00	—	—	—
Alice	89	5.9	13.56	83	5.1	−23.53	86	6.3	−6.78
One Day at a Time	50	5.9	11.86	60	5.2	−17.31	57	6.1	−3.39

Note: Listing excludes shows with clearances of fewer than 25 markets and which are not regular daily or weekly series.

CPB allocates monies for 23 projects

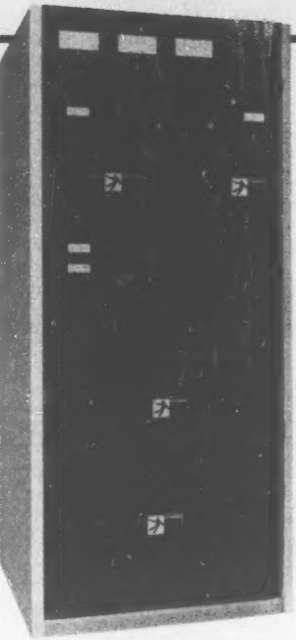
The Corporation for Public Broadcasting has funded 23 new projects in its second round of the 1985 Open Solicitation initiative, which is administered by CPB's program fund. Six projects are by or about minorities; three are targeted to children; 15 are independent productions, four are public television station productions, and four are independent-station co-productions, CPB said.

Of the 275 proposals received by the Dec. 14 deadline, 66 were selected for evaluation by an advisory panel that met in February. Series ideas and program concepts were considered in three program categories: children's and cultural; news and public affairs, and drama and the arts, CPB said.

In the meantime, the program fund's selection process has received attention from Capitol Hill. Representative Henry A. Waxman, (D-Calif.) expressed his concern to CPB's program fund director, Ronald Hull, about "the relationship" between CPB and independent producers. In a letter to Hull, dated March 19, Waxman said he was concerned that "Congress's intent in this area is being ignored. As you know, CPB has now committed close to half its national production funds to major series produced by a consortia of public television stations.... While the recent increase in uncommitted production funds is encouraging, I hope that the actual distribution will reflect the important contributions that smaller independent producers can give to public broadcasting."

Waxman said that "the apparent discontinuation of the original peer panel review process" is "of particular concern" to him. "As I understand it," he said, "this process allowed peer readers to shortlist proposals in making selections. Today, CPB staff, in consultation with PBS, eliminate over 80% of all proposals. Panels then cut this number by as much as half, and final awards are determined by the program fund's director and staff.... Unfortunately, it now appears the panel process has been weakened even further by your recent announcement that at least four of the nine positions on panels would be guaranteed to public television personnel" (BROADCASTING, Dec. 10, 1984). "I am concerned," he said, "that salaried personnel not have a disproportionate influence in awarding the national production funds. Moreover, the seating of so many station employes may conflict with the statutory requirement that proposals be evaluated on the basis of comparative merit by 'panels of outside experts.' " Hull said the letter was referred to CPB's legislative department.

Another opinion of the panel system surfaced at the CPB board meeting last Thursday (April 4). Board member Howard Gutin, who is president and general manager of KLRU-TV Austin and KLRN(TV) San Antonio,



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both Texas, said that the program fund ought to look at program series, rather than programs which are offered as a "one-time shot. There has to be some continuity," he said. (Currently, more than half of the program fund's money is put into major series each year, Hall said.)

Among the projects which will receive production funding are: *3-2-1- Contact*, children's Television Workshop, New York; *The Real Adventures of Sherlock Jones and Proctor Watson*, Bryan Hickox, Hickox Daniel Productions, Burbank, Calif., and Leo Eaton, Southwest Texas Public Broadcasting Council, Austin, Tex., in association with Filmgraphik, Los Angeles; *W.C. Fields: A Life of Comedy*, Robert Weide, Whyaduck Productions Inc., Los Angeles; *Deaf and Blind*, Frederick Wiseman, Zipporah Films, Cambridge, Mass., and WNET-TV New York; *Live from the Met*, Michael Bronson and Samuel J. Paul, Metropolitan Opera Association, New York; *Hepburn on Tracy*, David Heeley and Joan Kramer, WNET-TV New York; *Live from Lincoln Center*, John Goberman, Lincoln Center for the Performing Arts, New York; *Gershwin: The Man and His Music*, John Williams, The Program Development Co., New York, in association with Richard Blackford, Blackford Carrington Ltd., and the BBC, London, England; *Watch Me Move! An Historical Appreciation of Black Popular Dance in 20th Century Amercia*, Arthur Cromwell Jr., Falls Church, Va., and David Crippens, KCET(TV) Los Angeles.

Deadline for proposal submission of the next Open Solicitation round is April 5. ☐

CBS squeaks into first

Despite having no shows among the top five programs of the week, CBS managed to pull off another prime time victory and won the 27th week of the 1984-85 season by three-tenths of a rating point over second place NBC. It was also a week when the Academy Awards ceremony—an annual ratings grabber—did not work its usual magic.

Although the awards ceremony delivered ABC nearly double the ratings and share of its next closest competitor on Monday night, it wasn't enough to pull ABC out of another third-place finish for the week and, both ABC and NBC researchers said, was the lowest-rated Academy Awards ceremony in the 22 years of its broadcast history.

CBS recorded its 20th win this season with a 16.5 rating and 26 share in Nielsen's National Television Index and won Tuesday, Friday, Saturday and Sunday. NBC had a 16.2/26 winning Thursday, and ABC had a 15.6/25 and won Monday and Wednesday.

As has happened only on a few occasions this season, NBC fell out of first place on Tuesday night. CBS, on the strength of a special three-hour, made-for-TV movie, *Anna Karenina*, won that night with a 16.6/26—three-tenths of a rating point ahead of NBC's repeat lineup of *A-Team*, *Riptide* and *Remington Steele*.

The 27th week of the season included 17 repeats, 22 new episodes of series and nine specials. The combined network rating/share for the week was 48.3/77, compared to 47.8/77 for the same week last year. HUT levels for the week averaged 62.7, up 1% from the comparable week a year ago.

Highlights of the week included a 15% drop in the ratings of *A-Team* below its season-to-date 22 average. *The Cosby Show* again captured the top spot on the schedule of 66 programs with its 30.1/46, which NBC researchers claimed was the highest rating for any regular network series since the premiere of CBS's *AfterMASH* on Sept. 26, 1983. It was also the highest rating for a regular weekly series on NBC since Jan. 16, 1963.

In their second week, *Wildside* and *Eye to Eye* on ABC were down from their premiere numbers of 10/15 and as 8.7/13, respectively. In its second week on NBC, *Under One Roof* was up from its premiere at 11.2/19.

In their third week on ABC, *Mr. Belvedere* and *Off the Rack* were both down from their premieres (14.9/24 and 11.4/18, respectively) while *Detective in the House*'s second week on CBS was also down at 11/18. In its fifth week on ABC, *Moonlighting* outperformed its average with a 13.9/24.

The Barbara Walters Special on Monday on ABC scored a 25.3/38 to rank number three. The first epidsode of the mini-series, *A.D.*, on NBC debuted on Sunday at number eight with a 21.8/32.

The week had only one premiere. NBC's *Half-Nelson* aired on Friday between a *Knight Rider* special (15.5/26) and *Miami Vice* (17.4/29) and registered a 13.7/22.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	30.1/46
2.	Academy Awards	ABC	27.7/45
3.	Barbara Walters Special	ABC	25.3/38
4.	Family Ties	NBC	24.7/37
5.	Dynasty	ABC	23.1/35
6.	Dallas	CBS	23.0/37
7.	60 Minutes	CBS	22.4/36
8.	A.D., part 1	NBC	21.8/32
9.	Simon & Simon	CBS	21.6/33
10.	Murder, She Wrote	CBS	21.2/30
11.	Crazy Like a Fox	CBS	20.2/29
12.	Hotel	ABC	20.1/36
13.	Trapper John, M.D.	CBS	20.0/33
14.	Knots Landing	CBS	19.4/33
15.	Falcon Crest	CBS	19.2/32
16.	A Team	NBC	18.7/29
17.	Night Court	NBC	18.6/29
18.	Highway to Heaven	NBC	18.4/29
19.	Hill Street Blues	NBC	18.0/31
20.	Miami Vice	NBC	17.4/29
21.	Magnum P.I.	CBS	16.8/26
22.	Anna Karenina	CBS	16.6/26
23.	Webster	ABC	16.4/28
24.	Riptide	NBC	16.4/25
25.	Facts of Life	NBC	15.6/23
26.	Knight Rider	NBC	15.5/26
27.	Who's The Boss?	ABC	15.2/23
28.	Scarecrow & Mrs. King	CBS	15.2/22
29.	You Only Live Twice	ABC	15.0/22
30.	Bugs Bunny Special	CBS	14.9/25
31.	Mr. Belvedere	ABC	14.9/24
32.	MacGruder & Loud	ABC	14.9/23
33.	Fall Guy	ABC	14.7/23
34.	Kate & Allie	CBS	14.5/21
35.	Three's a Crowd	ABC	14.3/22
36.	St. Elsewhere	NBC	14.1/25
37.	Gimme a Break	NBC	14.0/24
38.	Newhart	CBS	14.0/21
39.	Diff'rent Strokes	NBC	13.9/24
40.	Moonlighting	ABC	13.9/24
41.	Cagney & Lacey	CBS	13.8/24
42.	Remington Steele	NBC	13.8/24
43.	A Summer to Remember	CBS	13.8/21
44.	Half-Nelson*	NBC	13.7/22
45.	Double Trouble	NBC	13.6/23
46.	Love Boat	ABC	13.6/23
47.	Airwolf	CBS	12.7/22
48.	Finder of Lost Loves	ABC	12.4/23
49.	Benson	ABC	12.3/20
50.	Sara	NBC	12.3/19
51	The Fourth Wise Man	ABC	12.1/21
52.	Hunter	NBC	11.9/22
53.	Every Which Way But Loose	NBC	11.7/17
54.	Cover-Up	CBS	11.6/22
55.	Off the Rack	ABC	11.4/18
56.	Ripley's Believe It or Not	ABC	11.3/18
57.	Under One Roof	NBC	11.2/19
58.	Detective in the House	CBS	11.0/18
59.	Matt Houston	ABC	10.9/18
60.	Punky Brewster	NBC	10.7/17
61.	20/20	ABC	10.6/18
62.	Wildside	ABC	10.0/15
63.	People Do Craziest Things	ABC	9.1/16
64.	The Gift of Life	CBS	8.8/16
65.	Eye to Eye	ABC	8.7/13
66.	All Together Now	NBC	6.1/11

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install new transmission sys. Action March 25.

- WSEG (102.3 mhz) Erie, Pa.—Granted app. to change city of lic. from McKean, Pa., to Erie. Action March 25.
- *KCFS (90.9 mhz) Sioux Falls, S.D.—Granted app. to change freq. to 90.9 mhz; change ERP to 2.35 kw, and change HAAT to 190 ft. Action March 22.
- *KADO (89.9 mhz) Laredo, Tex.—Granted app. to change TL; change HAAT to 574.98 ft. Action March 21.
- KNFO-FM (95.5 mhz) Waco, Tex.—Granted app. to change to DA. Action March 21.
- KYCN-FM (101.7 mhz) Wheatland, Wyo.—Granted app. to change ERP to 3 kw and change HAAT to 126 ft. Action March 20.

TV

- KGNQ (ch. 51) Lincoln, Neb.—Dismissed app. to change ERP to vis. 2,000 kw, aur. 200 kw; change HAAT to 440 ft., and change TL. Action March 21.

In Contest

Review board made following decision:

Chatham, Mass. (Cannon Communications Corp., et al), FM proceeding. Scheduled oral argument for April 19 on exceptions to initial decision of ALJ Joseph Stirmer granting app. of Heather H. Stengel for new FM station at Chatham and denying competing apps. of Cannon Communications Corp., Cape Radio Inc., Spinnaker Communications Inc., HBZ Communications Inc., Dark Communications Inc., Joseph A. Ryan and Chatham Broadcasting Co., and dismissing Quinn Communications Inc. Each party has 20 minutes for argument. Cannon, Spinnaker, HBZ, Dark and Ryan may reserve part of their time for rebuttal. By letter, March 12.

ALJ Joseph Chachkin made following decisions:

Corning, Calif. (Robert R. Bignami, et al), FM proceeding. By separate orders, granted motion for summary decision by Villco Communications Inc. and resolved air hazard issue in its favor; granted joint request for agreement; dismissed apps. of Rober R. Bignami and Central California Broadcasting Inc. with prejudice; granted Villco's app. for new FM station at Corning, and terminated proceeding. By order and MO&O, March 14.

East Point, Ga. (Radio Station WTJH, et al), FM proceeding. Mass Media Bureau granted motion for relief by distress sale of WTJH East Point, from licensee Radio Station WTJH; WJIZ-FM Albany, from licensee James S. Rivers Inc., and WMJM(AM) -WFAV(FM), Cordele, Ga., from Southeastern Broadcasting System Inc. to Silver Star Communications Albany Inc., and terminated proceeding. By order, March 14.

Reno (Arthur Winburn Saunders Jr., et al), FM proceeding. Granted motion for summary decision by Carrillo Broadcasting Co. and resolved air hazard issue in its favor. By MO&O, March 21.

ALJ John H. Conklin made following decisions:

Los Angeles (RKO General Inc., et al), AM and FM proceeding. By separate orders, granted motion by RKO and dismissed app. of Douglas Reed Mathis; by judge's own motion, dismissed app. of Stephen E. Powell. By orders, March 14.

Wrightsville, Ga. (Wrightsville Broadcasting Co. and Dimar Broadcasting Co.), FM proceeding. Granted joint settlement agreement; dismissed Dimar's app.; granted Wrightsville's app. for new FM station at Wrightsville, and terminated proceeding. By order, March 20.

Canyon, Tex. (Alfred Broadcast Inc., et al), FM proceeding. Granted joint request for settlement agreement contingent upon approval of assignment of lic. of KHBQ(FM), Canyon from Auldrige Broadcasting Inc. to Alfred. By order, March 20.

ALJ John M. Frysiak made following decisions:

Key Largo, Fla. (Anita S. Magliola and Martha Sue Sellers, et al), FM proceeding. Granted motion by Key Largo Broadcasting Co. and dismissed Monroe County Radio Ltd.'s app. with prejudice. By MO&O, March 15.

Vero Beach, Fla. (De Beau Broadcasting Inc., et al), FM proceeding. Granted motion by Indian River Broadcast Group and dismissed its app. with prejudice. By order, March 21.

Bethesda, Md., and Washington (RKO General Inc., et al), AM and FM proceeding. Granted Donnie Simpson Enterprises Inc.'s motion and dismissed its app. with prejudice. By order, March 21.

Willow Springs, Mo. (Woodridge Enterprises Inc. and Patsy E. Price), FM proceeding. Granted motion by Price and dismissed her app. with prejudice. By order, March 19.

Ashland, Va. (Christian Communications Inc. and John R. Powley), TV proceeding. Granted joint request for settlement agreement and dismissed Powley's app. with prejudice. By MO&O, March 22.

ALJ Byron E. Harrison made following decision:

New Orleans (Horizon Broadcasting Inc., et al) TV proceeding. Granted motion for summary decision by NOLA TV and resolved air hazard issue in its favor. By order, March 15.

ALJ Edward Luton made following decision:

Hyannis, Mass. (Puopolo Communications Inc., et al), FM proceeding. Granted motion for summary decision by L&D Broadcasting Inc. and resolved air hazard issue in its favor. By order, March 21.

ALJ Walter C. Miller made following decision:

Baytown, Tex. (Baytown Community Broadcasting Ltd., et al), TV proceeding. Granted notice of withdrawal by Leonora Reyes and dismissed her app. with prejudice. By order, March 13.

ALJ Joseph Stirmer made following decision:

Natchitoches, La. (Barron Broadcasting Inc. and William W. Brown), FM proceeding. Granted joint request for settlement agreement; dismissed Brown's app. with prejudice; granted Barron's app. for new FM station at Natchitoches, and terminated proceeding. By MO&O, March 18.

Call Letters

Applications

Call	*Sought by*
	New FM's
KBLK	Alaska Black Broadcasting, Anchorage
KMOX	Springtown Educational Broadcasting Foundation, Springtown, Tex.
	New TV
WFTX	Family TV Associates, Cape Coral, Fla.
	Existing AM's
WOSN	WKLZ Fairfield Broadcasting Co., Kalamazoo, Mich.
WIDG	WLVM Mighty-Mac Broadcasting Co., St. Ignace, Mich.
	Existing TV
WSJT	WRBV Press Broadcasting Co., Vineland, N.J.

Grants

Call	*Assigned to*
	New AM
WYRV	Cedar Bluff Broadcasting Inc., Cedar Bluff, Va.
	New FM
KENR	Santa Rosa Broadcasting, Flagstaff, Ariz.
	New TV's
*KGGB	Bay North Educational Television Inc., Santa Rosa, Calif.
WMRW-TV	Sheboygan County Broadcasting Co., Sheboygan, Wis.
	Existing AM's
WEAT	WCGY Curt Gowdy Broadcasting Corp., West Palm Beach, Fla.
WEZR	WAFX Fairfield Broadcasting Co. of Indiana, Fort Wayne, Ind.
WKHQ	WVOY New Broadcasting Corp., Charlevoix, Mich.
WSFL	WWMG P & C Broadcasting Co., New Bern, N.J.
KJIA	KRSS SoDAK Broadcasting Inc., Sioux Falls, S.D.
WCCS	WRID Raymark Broadcasting Co., Homer City, Pa.
WWCR	WTBN American Media Productions Inc., Brentwood, Tenn.
WKNF	WORI FM 94 Ltd., Oak Ridge, Tenn.
KVOJ	KCTI Vic-Jax Broadcasting Corp., Edna, Tex.
WKSH	WGNW Dri-Four Inc., Pewaukee, Wis.
	Existing FM's
WIXI-FM	WKTQ U.S. Three Broadcasting Corp., Jupiter, Fla.
WAJS	WSOJ Adtech Communications Associates Inc., Jessup, Ga.
WDBX	WTVL-FM Kennebec Broadcasting Co., Waterville, Me.
WKHQ-FM	WKHQ New Broadcasting Corp., Charlevoix, Mich.
KQDI-FM	KOOZ Sun River Broadcasting Inc., Great Falls, Mont.
KKBB	KIAE Mile Hi Broadcasting, Aurora, Neb.
WKSE	WRXT Porter Broadcasting Inc., Niagara Falls, N.Y.
WSFL-FM	WSFL Great Southwest Broadcasters Inc., Bridgeton, N.C.
WKNF-FM	WETQ FM 94 Ltd., Oak Ridge, Tenn.
KSTV-FM	KWWM Cen-Tex Media Inc., Stephenville, Tex.
KMGR	KUUT TransCOM Ltd., Orem, Utah
	Existing TV
KMSG-TV	KMSG Sanger Telecasters Inc., Sanger, Calif.

Summary of broadcasting as of January 31, 1985

Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off air licenses.

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Broadcasting Apr 15

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THE NAB CONVENTION

MIP-TV

Vol. 108 No. 15

Broadcasting Apr 15

Broadcast stocks: New darlings on Wall Street
FCC won't block Storer takeover effort
NAB on stage in Las Vegas □ Advancing on MIP

BULLISH VALUES □ While stock market averages have dropped in past six weeks, broadcast stocks have shot up in value with dizzying flurry of announcements of mergers, acquisitions and leveraged buyouts. **PAGE 43.**

FOCUSED ATTENTION □ Wesray Corp. and Lorimar make offers to buy Multimedia, but company resists bids. **PAGE 44.**

TAKE BACK □ Principal owners of Cox Communications, who already own 40% of the company, extend offer to take it private in deal valued at $1.3 billion. **PAGE 46.**

STORER VOTE □ FCC votes by narrow majority not to block efforts by dissident shareholders to take control of Storer. Commission rules that short-form transfer application is needed but that proposed change in ownership by Full Value Committee is not "substantial." **PAGE 47.**

PEACEFUL APPROACH □ NAB President Eddie Fritts says association will be less combative with Congress on regulatory and legislative issues and will work to solve must carry issue, funding alternatives for public broadcasting. **PAGE 49.**

SOBER VIEW □ Founder of Mothers Against Drunk Driving, Candy Lightner, is pleased with media's response to drunk driving problems but says more needs to be done. **PAGE 54.**

NAB 85 □ National Association of Broadcasters opens its 63d convention to some 30,000 attendees. A look at what's in store during the show appears on **PAGE 58.** An examination of equipment on display and a complete listing of exhibitors runs from **PAGES 74 to 134.**

LIBEL DEFEAT □ Appeals court overturns decision in *Washington Post*-Tavoulareas suit. Action could have chilling effect on investigative journalism. **PAGE 136.**

MEDIA STUDY □ ASNE study shows much of public has problem with media credibility, but also says that people are more likely to rely on TV news over newspapers, magazines or radio. **PAGE 140.**

P-P-V PLANS □ Jeffrey Reiss is putting together money to begin pay-per-view cable programing service for fall launch. **PAGE 152.**

STORM WEATHERING □ Survey of financial health of public broadcasting stations finds problems in some areas but success in others. **PAGE 163.**

MAKING MUSIC MAKE SENSE □ BMI's Len Hensel interprets role of music licensing group to broadcasters. **PAGE 195.**

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In Sync

Contract talks

Calm may have characterized the first stage of contract negotiations between the American Broadcasting Companies and 3,400 staff members represented by the National Assocation of Broadcast Employes and Technicians, but union officials are not exactly untroubled. After the first three-and-a-half weeks of talks in San Diego ended April 3, several from NABET described the proposed ABC contract in less than glowing terms.

"We're miles apart," noted Edward Lynch, NABET president, just days before members of the union negotiating team returned to locals in New York, Los Angeles, Chicago, Washington and San Francisco to discuss company proposals with their membership and to take a strike authorization vote by May 1.

Talks are set to resume in Washington on May 7 in the offices of the Federal Mediation and Conciliation Services. FMCS officials, however, will not be involved.

Several union officials believed the negotiations were "making progress," but made note of a variety of issues on which debate remains, such as control over certain equipment, live coverage jurisdictions and temporary daily hiring in the field and studio.

Also under contest is the length of the contract, with the company seeking its fourth straight four-year contract and NABET pushing for the leverage of an Olympic year with a two-year contract ending in 1988. The company's wage offer, just under 5%, appears to be a secondary, but still important, concern.

Comband on the run

General Electric is taking heat from the National Association of Broadcasters and Association of Maximum Service Telecasters over the Comband bandwidth compression technology it is trying to market to cable system operators. While praising the engineering achievement of the system, which uses GE-developed time and frequency compression techniques to join two video channels in a single 6 mhz channel, NAB and AMST argue Comband may degrade a broadcast signal's video and multichannel audio, as well as limit teletext transmission.

The comments were made in early April to the FCC, which is considering a GE petition for cable systems to carry broadcast signals with Comband technology.

"Material degradation of the broadcast signal is inherent in the compression techniques GE employs with Comband," NAB noted in its filing. In particular, Comband's reduced video frequency response and color information were cited as potential limits to picture quality.

Comband also is designed to strip out teletext signals in the vertical blanking interval, a feature that NAB and AMST argued was not in keeping with commission positions on stripping of the service.

Both organizations were also sharply critical of what they called a lack of "meaningful test data" supporting GE's request to the FCC to authorize Comband.

NAB suggested that more tests be required of the system by the FCC before authorization is granted, especially for retransmission of must-carry signals.

Representatives of GE, who have previously characterized Comband as producing a TV picture that is "visually equivalent to NTSC broadcasts" and "transparent" to broadcast multichannel TV sound, have refused to respond to the criticisms, other than to note the company would file a point-by-point rebuttal with the FCC by April 22.

Stereo on the Potomac

The country's capital has its first multichannel sound television station. Taft Broadcasting's WDCA-TV Washington, in the ninth market, began continuous stereo broadcasts on April 1, after a month of on-off experimentation with the new service. And the station is not the only Taft TV outlet moving into the MTS market (see chart on opposite page).

According to John Owen, Taft vice president of TV engineering, the Cincinnati-based group owner is contemplating making all of its seven TV stations MTS-capable. The next to go will most likely be WCIX(TV) Miami, Owen told BROADCASTING, with plans to install stereo gear by May 1, followed by second-language capability in September.

The group's other stations, in Birmingham, Ala., Kansas City, Mo.; Cincinnati; Columbus, Ohio, and Philadelphia, are expected to have stereo capability in several months. The stations, which he explained have all had extensively rebuilt plants in the past several years, were redesigned with stereo in mind. "They are already 80% on the way to being MTS-ready and are in the order mode," Owens added.

Once MTS-capable, he said, the decision will be made on a market-by-market basis whether to build the service gradually as true stereo programs become available or whether to begin immediately with a full schedule mixing synthesized and true stereo material.

WDCA-TV is currently broadcasting one stereo music program that it produces in-house for national distribution through the Black Entertainment Television service. But because true stereo programing so far is limited to a few hours a week, if that, Chief Engineer Jerry Dickson is using an Orban stereo synthesizer to complete the schedule with pseudo-stereo material.

The station is also using an Orban stereo generator, in conjunction with a Harris transmitter, to transmit the MTS service.

Odyssey Television
has acquired

WPCQ–TV
Channel 36
The NBC Affiliate in
Charlotte, North Carolina

Senior Debt Financing Provided by

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Members of the stereo television club

Station	Affiliation	Stereo start date	Hours per week of true stereo	Synthesized stereo? (Manufacturer)	Stereo generator/ transmitter
WDBB(TV) Tuscaloosa, Ala.	Ind	Oct. 8, 1984	5	yes (Orban)	Orban/Harris
KTLA(TV) Los Angeles [1]	Ind	Oct. 29, 1984	5-6	yes (Orban)	MSI/Harris
KRBK-TV Sacramento, Calif.	Ind	Feb. 7, 1985	15	yes (Studio Tech)	MSI/RCA
KTZO(TV) San Francisco	Ind	Feb. 20, 1985	8	yes (Orban)	Orban/GE
KOVR(TV) Stockton, Calif.	ABC	Feb. 5, 1985	38½	yes (Orban)	Orban/RCA
KCNC-TV Denver	NBC	Feb. 8, 1985	none	yes (Orban)	Orban/Harris
WFSB(TV) Hartford, Conn.	CBS	Dec. 8, 1984	none	no	MSI/Harris
WTIC(TV) Hartford, Conn. [2]	Ind	Sept. 17, 1984	7	no	MSI/Harris
WTXX(TV) Waterbury, Conn.	Ind	Sept. 12, 1984	none	no	Moseley/Townsend
WDCA-TV Washington	Ind	April 1, 1984	2-3	yes (Orban)	Orban/Harris
WTLV(TV) Jacksonville, Fla.	ABC	Nov. 5, 1984	8	yes (Orban)	MSI/RCA
WPBT(TV) Miami	PBS	March 9, 1985	2-3	yes (Orban)	N/A Harris
WTTW(TV) Chicago	PBS	Aug. 7, 1984	5	yes (Studio Tech)	BE/Harris
KDIN-TV Des Moines, Iowa	PBS	March 8, 1985	3	yes (Orban)	Orban/Harris
WVJV(TV) Boston	Ind	Feb. 12, 1985	168	yes (Orban)	MSI/RCA
KPLR-TV St. Louis	Ind	Jan. 28, 1985	7	yes (Orban/StudioTech)	MSI/RCA
KTNV-TV Las Vegas	ABC	Jan. 1, 1985	8½	yes (Orban)	Orban/Philips
WBTV(TV) Charlotte, N.C.	CBS	Feb. 16, 1985	none	yes (Orban)	Orban/RCA
KATU(TV) Portland, Ore.	ABC	Nov. 4, 1984	24	yes (Orban)	MSI/RCA
WNBC-TV New York	NBC	Nov. 5, 1984	none	yes (Kintek)	MSI/RCA
WCET(TV) Cincinnati	PBS	Feb. 27, 1985	4	yes (Orban)	MSI/Harris
WVIZ-TV Cleveland	PBS	March 7, 1985	8	no	MSI/Harris
WAXA(TV) Anderson, S.C.	Ind	March 6, 1985	1	yes (Orban)	Orban/Harris
WATE-TV Knoxville, Tenn.	ABC	Feb. 1, 1985	9½	yes (Orban)	Eiden/RCA
KERA-TV Dallas	PBS	March 24, 1985	5-8	yes (Orban)	Orban/Larcan
KSAT-TV San Antonio	ABC	Feb. 1, 1985	none	yes (Orban)	Orban/RCA
KSL-TV Salt Lake City	CBS	March 13, 1985	1	yes (Orban)	MSI/RCA
KUED(TV) Salt Lake City	PBS	March 2, 1985	3	yes (Orban)	Orban/RCA
KOMO-TV Seattle	ABC	Aug. 21, 1984	none	yes (Orban)	Self-made/RCA
KIRO-TV Seattle	CBS	Oct. 16, 1984	N/A	yes (Orban)	MSI/Harris

Note: Noncommercial WNJT(TV) Trenton, N.J., is providing a reading-for-the-blind service over its separate audio program (SAP) channel, but no stereo. KXXV(TV) Waco, Texas has taken delivery of Orban stereo generator, but as of April 10 was not on the air with MTS. [1] Broadcasts Spanish-language soundtrack over SAP channel. [2] Broadcasts audio program guide over SAP channel.

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and NBC-TV released its roster last Wednesday (April 10).

New CBS series are:

■ *The Berenstain Bears*, 7-7:30 a.m. NYT, is based on the popular book series and developed by authors Stan and Jan Berenstain for Southern Star Productions. The animated comedy-adventure features the forest-dwelling Bear family from Beartown, with a long list of continuing characters.

■ *The Wuzzles*, 7:30-8 a.m. NYT, is an animated adventure series from Walt Disney Productions about "the oddest assortment of animals yet discovered by man—hybrid creatures who are two animals in one."

■ *Jim Henson's Muppets, Babies and Monsters*, 8-9 a.m. NYT, is an expansion of the half-hour *The Muppet Babies* program, with both live-action and animated segments featuring Miss Piggy, The Muppets and other Henson characters. The show is from Henson Associates-Marvel Productions.

■ *Hulk Hogan's Rock 'N' Wrestling*, 9-10 a.m. NYT, an animated series starring wrestler Hulk Hogan and fellow grapplers "in their never-ending quest for truth and justice." The series, from D.I.C. Productions, will be bridged with live-action segments.

■ *The Young Astronauts*, 10-10:30 a.m. NYT, is from Marvel Productions in cooperation with the White House's Young Astronaut Council and concerns the adventures of an American family living in outer space in the 21st century.

NBC-TV, which has dominated Saturday morning ratings much of the past season, is adding only two new series, while retaining six programs. In announcing the revised schedule, NBC Entertainment Vice President for Children's Programs Phyllis Tucker Vinson said: "We (at NBC) continue to be delighted with our Saturday morning schedule and its acceptance." She cited NBC research placing her network's Saturday morning ratings at 6.4/24 (through March 30), a 36% advantage over ABC-TV and 33% ahead of CBS-TV.

Premiering Sept. 14 are:

■ *Punky Brewster*, 10:30-11 a.m. NYT, an animated comedy-adventure based on the Sunday night series of the same name. It is produced by Ruby-Spears Enterprises and set in Punky's neighborhood "as well as in exotic locations" around the world.

■ *The Gummi Bears*, 8:30-9 a.m. NYT, a previously announced animated comedy-adventure from Walt Disney Productions "tracing the exploits of a mythological race of charming, idealistic bears who leave their own secret, magical community to help fight evil in the real world." Disney announced earlier this year that it would begin producing animated Saturday morning series for the first time in the studio's six-decade history.

CBS unveils four for summer

Network will air three entertainment series and one news production to try and stem viewer defection

To help beat the summer ratings doldrums, CBS will feature four new prime time series in a six-week run between August and September as part of a special "first-run summer" schedule that will include a new prime time hour from CBS News. The four new series are *Hometown* from Paramount, *One Hogan Place* from CBS Entertainment, *I Had Three Wives* from Warner Bros., and *West 57th* from CBS News.

Six episodes have been ordered for each of the entertainment series, a CBS spokesman said, although the time periods will be announced at a later date. In addition, the spokesman said, another 13 episodes of *West 57th* have been ordered on top of the previous six for a total of 19 hours "so we'll be ready to go at any time" when a permanent slot opens on the prime time schedule.

In a statement, Gene F. Jankowski, president of CBS/Broadcast Group, said: "As media competition increases, and viewers

'A-Team' and 'A.D.' turn in A+ numbers for NBC

With a strong Tuesday performance that featured a first-place finish for ***A-Team*** with a 24 rating and 37 share, and a fourth-place finish for ***A.D. Part III***, NBC took the 28th week of the season (ending April 7) with a 16 rating and 26 share based on Nielsen's prime time National Television Index. CBS, which has won 20 weeks this season, finished with a 15.4/25, and ABC with a 15.2/24.7.

Despite a second-place finish, CBS had five of the top 10 shows of the week, including the NCAA championship basketball game in which Villanova defeated Georgetown. The schedule's usual ratings victor for the season, ***The Cosby Show***, was not on the air as NBC showed the five-part mini-series, ***A.D.***, which had a average rating of 18.2 with two of its five parts in the top 10.

The combined rating/share this year of 46.6/73.8 was down from last year's 47.8/76.7, as was the HUT level, down from last year's 62.5 to 61.8, a 1% decrease.

In nightly wins, CBS captured Monday, Thursday, Saturday and Sunday, while NBC won Tuesday and Friday, and ABC won Wednesday. The unusual victory for NBC on Friday could be attributed to CBS pulling ***Dallas*** and ***Falcon Crest***, numbers one and nine in the season-to-date ratings, respectively, for the ***CBS Special Movie Presentation***, "Stormin' Home."

The week saw two premieres—the ***Lucie Arnaz Show*** on Tuesday at 8 p.m. NYT on CBS which captured a 12.6/20, placing 45th of the week's 61 programs, and ***Me and Mom*** on Friday at 10 p.m. on ABC which placed 44th with a 12.7/23.

In its second week on NBC's Friday night lineup, ***Half-Nelson*** was up from a 13.7/22 to 14.6/25. It preceded ***Miami Vice***, which did a 15/23.

Thursday night on ABC saw a slight ratings rise in the third week of ***Wildside*** (8 p.m.) to 51st and ***Eye to Eye*** (9 p.m.) at 55th, with the two doing an 11.7/19 and a 10.2/16, respectively. Both still underperformed their season-to-date averages, however.

Rank	Show	Network	Rating/Share
1.	A Team	NBC	24.0/37
2.	Basketball, NCAA Champ.	CBS	23.3/33
3.	Dynasty	ABC	23.1/35
4.	A.D., part 3	NBC	20.9/34
5.	Murder, She Wrote	CBS	20.4/33
6.	Simon & Simon	CBS	20.3/32
7.	Crazy Like a Fox	CBS	20.1/32
8.	Magnum, P.I.	CBS	19.4/32
9.	A.D., part 2	NBC	19.2/28
10.	Hotel	ABC	18.8/33
11.	Highway to Heaven	NBC	18.6/29
12.	60 Minutes	CBS	18.5/34
13.	Knots Landing	CBS	18.2/29
14.	TV Bloopers & Prac. Jokes	NBC	17.8/26
15.	Love Lives On	ABC	17.8/26
16.	A.D., part 4	NBC	17.7/29
17.	MacGruder & Loud	ABC	17.6/27
18.	Hardcastle & McCormick	ABC	16.7/24
19.	A.D., part 5	NBC	16.4/26
20.	Scarecrow & Mrs. King	CBS	16.4/24
21.	Superman II	ABC	16.3/27
22.	Trapper John, M.D.	CBS	16.0/28
23.	Webster	ABC	16.0/28
24.	Knight Rider	NBC	16.0/27
25.	Moonlighting	ABC	16.0/27
26.	Airwolf	CBS	15.6/27
27.	Mr. Belvedere	ABC	15.4/26
28.	Benson	ABC	15.3/26
29.	20/20	ABC	15.1/24
30.	Miami Vice	NBC	15.0/27
31.	Half-Nelson	NBC	14.6/23
32.	Fall Guy	ABC	14.5/23
33.	Who's The Boss?	ABC	14.5/22
34.	Finder of Lost Loves	ABC	14.1/25
35.	T.J. Hooker	ABC	13.9/24
36.	Off the Rack	ABC	13.7/24
37.	Bugs Bunny Special	CBS	13.6/24
38.	Gimme a Break	NBC	13.6/23
39.	Cover-Up	CBS	13.4/24
40.	Love Boat	ABC	13.2/22
41.	Stormin' Home	CBS	13.1/23
42.	Daffy Duck Special	CBS	12.8/23
43.	E/R	CBS	12.8/20
44.	Me and Mom*	ABC	12.7/23
45.	Lucie Arnaz Show*	CBS	12.6/20
46.	Hunter	NBC	12.5/22
47.	Three's a Crowd	ABC	12.3/19
48.	Diff'rent Strokes	NBC	12.0/21
49.	Charles in Charge	CBS	11.9/19
50.	Under One Roof	NBC	11.8/20
51.	Wildside	ABC	11.7/19
52.	Florence Nightingale	NBC	11.6/19
53.	Guilty Conscience	CBS	10.8/18
54.	Double Trouble	NBC	10.6/18
55.	Eye to Eye	ABC	10.2/16
56.	Detective in the House	CBS	10.1/17
57.	Punky Brewster	NBC	10.0/18
58.	Dead Men Don't Wear Plaid	CBS	9.9/16
59.	Jeffersons	CBS	9.4/14
60.	Silver Spoons	NBC	8.7/17
61.	Disney World Easter Parade	ABC	8.6/16

*indicates premiere episode

Facilities Changes

Applications

AM's

Accepted

■ KROQ (1500 khz) Burbank, Calif.—Seeks mod. of lic. to change main SL to Hollywood. App. April 4.

■ WAPE (690 khz) Jacksonville, Fla.—Seeks mod. of lic. to operate transmitter by remote control. App. April 4.

■ WPAD (1560 khz) Paducah, Ky.—Seeks mod. of lic. to operate transmiter by remote control. App. April 4.

■ WLAM (1470 khz) Lewiston, Me.—Seeks CP to change hours of operation to unlimited, non-DA day, DA-N. App. April 2.

■ WVGB (1490 khz) Beaufort, S.C.—Seeks CP to increase nighttime power to 1 kw. App. April 4.

TV's

Accepted

■ New (ch. 64) Barstow, Calif.—Seeks MP to change ERP to vis. 3,228 kw, aur. 645.6 kw; change HAAT to 1,572 ft., and change TL. App. April 2.

■ KMSG-TV (ch. 59) Sanger, Calif.—Seeks MP to change ERP to vis. 1,350 kw, aur. 135 kw; change HAAT to 1,940 ft., and change TL. App. April 4.

■ KVNJ-TV (ch. 15) Fargo, N.D.—Seeks MP to change ERP to vis. 8 kw, aur. .8 kw; change HAAT to 197 ft., and change TL. App. April 2.

■ WJWT (ch. 16) Jackson, Tenn.—Seeks MP to change HAAT to 572 ft. App. April 4.

Actions

AM's

■ KHYT (1330 khz) South Tucson, Ariz.—Granted app. to augment radiation pattern. Action March 27.

■ WTAN (1340 khz) Clearwater, Fla.—Granted app. to make changes in ant. sys. Action April 2.

■ WCIL (1020 khz) Carbondale, Ill.—Granted app. to make changes in ant. sys. Action March 27.

FM's

■ WRSA (96.9 mhz) Decatur, Ala.—Dismissed app. to change HAAT to 1,127 ft. and make changes in ant. sys. Action March 27.

■ KHFO (98.1 mhz) Osceola, Ark.—Dismissed app. to change ERP to 52 kw. Action March 27.

■ KWAV (96.9 mhz) Monterey, Calif.—Granted app. to install new transmission sys. Action March 29.

■ KRQS (106.3 mhz) Pagosa Springs, Colo.—Dismissed app. to change TL and change HAAT to 1,299 ft. Action March 27.

■ *WPCS (89.3 mhz) Pensacola, Fla.—Returned app. to change TL; change HAAT to 1,564.56 ft., and make changes in ant. sys. Action Oct. 5, 1984.

■ KRTR-FM (96.3 mhz) Kailua, Hawaii—Dismissed app. to change HAAT to 2,145.12 ft. and make changes in ant. sys. Action March 27.

■ WHNN (96.1 mhz) Bay City, Mich.—Dismissed app. to change TL; change ERP to 100 kw, and change HAAT to 1,020.08 ft. Action March 27.

■ KZMT (101.1 mhz) Helena, Mont.—Dismissed app. to change ERP to 89 kw; specify HAAT at 1,900 ft., and make changes in ant. sys. Action March 27.

■ *WCPE (89.7 mhz) Raleigh, N.C.—Granted app. to operate formerly authorized facilities as aux. Action March 29.

■ WKBN-FM (98.8 mhz) Youngstown, Ohio—Dismissed app. to change ERP to 5.9 kw. Action March 27.

■ WYAV (104.1 mhz) Conway, S.C.—Accepted for filing app. to change TL; change ERP to 38 kw and change HAAT to 975.14 ft. Action March 15.

■ *KCFS (90.9 mhz) Sioux Falls, S.D.—Granted app. to change freq. to 90.9 mhz; change ERP to 2.35 kw, and change HAAT to 190 ft. Action March 22.

■ KORA-FM (98.3 mhz) Bryan, Tex.—Accepted for filing app. to change TL; change ERP to .9 kw, and change HAAT to 528.74 ft. Action March 18.

TV's

■ WTMV (ch. 32) Lakeland, Fla.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 890 ft., and change TL. Action March 25.

■ KLJB (ch. 18) Davenport, Iowa—Granted app. to change ERP to vis. 2,880 kw, aur. 288 kw; change HAAT to 1,080 ft., and change TL. Action March 29.

■ WAVE-TV (ch. 3) Louisville, Ky.—Granted app. to change HAAT to 1,820 ft. and change TL. Action March 28.

■ WPSD-TV (ch. 6) Paducah, Ky.—Granted app. to change ant. Action March 28.

■ WNTZ (ch. 48) Natchez, Miss.—Granted app. to change ERP to vis. 1,079 kw, aur. 108 kw; change HAAT to 818 ft., and change TL. Action March 28.

■ KMTC (ch. 27) Springfield, Mo.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw and change HAAT to 1,690 ft. Action March 28.

■ *WTVI (ch. 42) Charlotte, N.C.—Granted app. to change ERP to vis. 1,393 kw, aur. 139 kw; change HAAT to 460 ft.; change ant. and transmitter. Action March 28.

■ KREN-TV (ch. 27) Reno—Granted app. to change ERP to vis. 1,840 kw, aur. 184 kw and make changes in ant. sys. Action March 28.

■ WZTV (ch. 17) Nashville—Granted app. to install aux. ant. Action March 28.

■ *WHA-TV (ch. 21) Madison, Wis.—Granted app. to change ERP to vis. 1,025.87 kw, aur. 102.5 kw; change HAAT to 1,529 ft.; change TL, and make changes in ant. sys. Action March 29.

Call Letters

Applications

Call	*Sought by*
	New FM's
*WCVK	Bowling Green Community Broadcasting Inc., Bowling Green, Ky.
*KCMF	Montana Educational Broadcasting Foundation, Great Falls, Mont.
*KCTJ	Great Plains Educational Trust, Mitchell, S.D.
*KJVH	Nathan Educational Broadcasting Foundation, Longview, Wash.
	Existing AM
WESM	WJW Booth American Co., Cleveland
	Existing FM's
KKSJ	KEKB Joyner Broadcasting of Colorado Inc., Fruita, Colo.
WILV	WNLT Shockley Communications Corp., Baraboo, Wis.

Summary of broadcasting
as of January 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Grants

Call	*Assigned to*
	New AM
KKDV	Coleen Clark, Fields Landing, Calif.
	New FM's
KXLK	Sedgewick Broadcasting Co., Jacksonville, Ill.
*WKJV	Kentucky Educational Foundation, Campbellsville, Ky.
*KNEO	Abundant Life Educational Broadcasting Foundation, Neosho, Mo.
*KWFC	Baptist Bible College Inc., Springfield, Mo.
*KMTT	Montana Educational Broadcasting Foundation, Butte, Mont.
*WTRM	Timber Ridge Ministries Inc., Winchester, Va.
	Existing AM's
KPZE	KEZY Anaheim Broadcasting Corp., Anaheim, Calif.
WJGS	WHGR Shea Broadcasting Co., Houghton Lake, Mich.
KEED	KASH Community Eugene AM-FM Broadcasting Corp., Eugene, Ore.
KRXX	KEED KRXX Inc., Eugene, Ore.
WMNY	WSOL Clarence E. Jones, Ellore-Santee, S.C.
WMRB	WQOK Paramount Broadcasting Co., Greenville, S.C.
WRVR	WKDJ Viacom Broadcasting Inc., Memphis
KKPL	KGGR Alpha Radio Inc., Opportunity, Wash.
	Existing FM's
KASH	KSNA Community Anchorage Broadcasting Corp., Anchorage
KEZY	KEZY-FM Anaheim Broadcasting Corp., Anaheim, Calif.
WAEB-FM	WXKW CRB Broadcasting of Pennsylvania Inc., Allentown, Pa.
WYMG	WEAI Joyner Broadcasting Co., Jacksonville, Ill.
KSSC	KCCU Great Radio Group Inc., Columbus, Kan.
WLTI	WDRQ AGI Detroit Inc., Detroit
WJGS-FM	WJGS Shea Broadcasting Co., Houghton Lake, Mich.
KZLT-FM	KRRK-FM KRAD Inc., East Grand Forks, Minn.
WEXC	WGRP-FM Greenville Broadcasting Co., Greenville, Pa.
WRVR-FM	WRVR Viacom Broadcasting Inc., Memphis
KKPL-FM	KKPL Alpha Radio Inc., Opportunity, Wash.
KWWW-FM	KLLH Sans Inc., Quincy, Wash.
KQKT	KKMI-FM Seattle Radio Limited Partnership, Seattle
WRJO	WERL-FM Nicolet Broadcasting Inc., Eagle River, Wis.

C1750-1A

The Fifth Estate

Broadcasting ϟ Apr 22

20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

54th Year 1985

NAB/85
◇
Turner makes his move
◇
Must-carry jeopardy

Vol. 108 No. 16

Broadcasting Apr 22

Turner makes his move on CBS
Cable launches assault on must carry
Comprehensive coverage from NAB

THE BID □ Ted Turner launches effort to buy CBS with pure paper bid. **PAGE 31.**

ROUND ONE □ Cable gets sympathetic ear from appeals court panel at hearing on must-carry case. **PAGE 36.**

NAB 85 □ The National Association of Broadcasters annual convention came and went last week not with a bang, nor a whimper, but with a methodical hum. The gathering, which attracted record crowds, was as much business as pleasure, and was perhaps most pleasurable for broadcasters in its notable absence of discord. **PAGE 38.** FCC Chairman Fowler closes NAB convention reiterating hands-off government policy. **PAGE 46.** New York Governor Mario Cuomo gives ringing endorsement of First Amendment. **PAGE 46.** Multimedia's Wilson Wearn accepts NAB Distinguished Service Award. **PAGE 50.** Former CBS newsman Walter Cronkite blasts President for his attacks on the First Amendment. **PAGE 52.** Lawyers advise on how to stay out of libel suits. **PAGE 54.** Hill panelists feel action on must carry unlikely from Congress in this session. **PAGE 54.** Attorneys urge broadcasters to discuss must-carry problems with cable operators. **PAGE 56.** FCC's Dawson, Quello and McKinney review what's on commission's agenda. **PAGE 58.** Broadcasters hear advice on EEO practices. **PAGE 62.** FCC's Patrick and Rivera discuss land mobile issues, Storer decision. **PAGE 62.** Congressmen review scarcity argument in light of deregulation and proliferation of media outlets. **PAGE 66.** Representative Mike Oxley uses NAB forum to reveal new public broadcasting funding bill. **PAGE 68.** Broadcasters urged to combat higher music licensing fees by going elsewhere for product. **PAGE 72.** Progress on People Meter audience measurement device is detailed. **PAGE 72.** Hollywood programers assess state of their industry. **PAGE 74.** Panelists see saturation of sports on television. **PAGE 80.** FCC and low power television proponents remain optimistic for industry. **PAGE 82.** McKinsey & Co. review findings on what makes a successful radio station. **PAGE 87.** Reymer & Gersin study categorizes radio listeners. **PAGE 89.** Daytimers review past year's successes and future challenges. **PAGE 90.** TV stereo draws much interest in sessions and on exhibit floor. **PAGE 92.** Henry discusses technical advances in TV systems. **PAGE 93.** Broadcasters warned on new RF guidelines. **PAGE 94.** Motorola seems to be pulling ahead in AM stereo battle but Kahn remains in fight. **PAGE 95.** Reassessing use of subcarriers. **PAGE 96.** Improvements and upgrades mark NAB exhibit floor. **PAGE 98.**

NO DICE □ FTC rejects petition proposing ban on or response to alcohol advertising. **PAGE 102.**

COUNTERATTACK □ Storer launches fight against dissident shareholder group out to take control of company. **PAGE 107.**

RCA NUMBERS □ RCA, spurred by NBC, reports record financial numbers for first quarter. **PAGE 109.**

NEW CHAIRMAN □ Alfred Stern nominated to succeed Dallin Oaks as PBS chairman. **PAGE 115.**

PERFECTING A TRADE □ Veteran station broker Joe Sitrick tried his hand at number of Fifth Estate posts before finding his forte in station brokering. **PAGE 135.**

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RIDING GAIN

The week's worth of news and comment about radio

Mutual coup

Mutual Radio Network took advantage of New York Democratic Governor Mario Cuomo's appearance at the NAB convention in Las Vegas last week to announce a new series that will feature Cuomo and former Senator Howard Baker (R-Tenn.) in alternating two-and-a-half-minute commentaries. The show, ***Viewpoint***, will begin on July 15.

Cuomo and Baker have been mentioned as possible presidential candidates in 1988. But for his part, Cuomo rejected suggestions he was taking on the new assignment as a means of furthering presidential ambitions. He said the purpose was tied in with his present job. "We can't govern without a new way to communicate with the people," he said. "As you build up confidence in government, it gets easier to govern." What about nonconstituent listeners throughout the U.S.? Cuomo said New York has interests in common with those of other states.

Just for Radio!

The Lawrence Welk
Big Band
Radio Show

For barter information:

Suite 800, 1299 Ocean Avenue
Santa Monica, CA 90401
(213) 451-5727

News room upgrade

The CBS AM Group will install Colorgraphics' electronic newsroom equipment in each of its six stations and at its Washington-based news service, beginning in May at KNX(AM) Los Angeles. Eugene Lothery, vice president, CBS AM Group, announced the plans last week.

Lothery said there will be system-wide installations at five of the radio stations: KNX, WBBM(AM) Chicago, WCBS(AM) New York, WCAU(AM) Philadelphia and KMOX(AM) St. Louis. KCBS(AM) San Francisco, a pioneer in newsroom computerization, will receive upgrading and additional equipment. In addition, Radio Stations News Service, CBS's AM news and syndicated programing service in Washington, is scheduled for installation of the NewStar system. The process is due to be completed by September.

"The increased news-gathering capabilities [of the system] are nothing short of dramatic," Lothery said, "Our reporters and editors will now have at their fingertips information that in the past has required extensive research and screening time. There is no doubt that our listeners will be better served."

Lothery said the system also allows for immediate communication between field reporters and editors, editors and reporters within the newsroom and among the group's stations. "With stationary and portable terminals at each facility, messages and reports can be transmitted, acted upon and recalled without the delay of the mail or the time spent calling a story in from the field," he said.

He also noted that "we are thoroughly committed to news and news/talk formats and view electronic newsrooms as one key to the successful future of those formats."

On stage

NBC Radio Entertainment next week will debut a new, monthly, 30-minute concert series *Starset*. Headlining the premiere show is the rock group Santana. "It's fitting that Santana is the first group in our *Starset* series," said Frank Cody, director of programing for NBC Radio Entertainment, who noted that Santana starred on the first NBC Source network concert in December 1979. The Santana *Starset* show is produced for NBC by Gary Geller Productions. Shows in the series will be aired twice in the first week of each month.

New from Sklar

Sklar Communications, a New York-based management and program consulting company for radio, television and cable, has designed a new customized contemporary music format for Century 21 Programing, Dallas. Called "Power Hits," the music, said

RAB reviews. The following chart represents the top 10 ad agencies for radio in 1984, according to the Radio Advertising Bureau (RAB), which bases its data on a multisource study of 1984 agency billings and media disbursements. (A leading "radio" agency is defined by the RAB as one with the highest percentage of media disbursements to radio.) Tracy Locke Inc. tops the list with an expenditure of $48 million or 20% of its media budget on radio. New to RAB's top 10 list are: Evans Communications, Rumrill-Hoyt and Ketchum Communications.

RAB's "Top 10" radio agencies for 1984
(based on % of billings spent on radio)

1984 rank	*Agency*	*Radio billings*	*Percent to radio (millions)*	*1983 rank*
1.	Tracy-Locke	$48.0	20	5
2.	Evans Communications	20.0	19.2	—
3.	W. B. Doner	30.4	17.0	3
4.	Rumrill-Hoyt	20.7	17.0	—
5.	Ross Roy	40.3	16.0	2
6.	Bozell & Jacobs	92.4	14.0	4
7.	Jordan, Case, McGrath	19.8	12.0	10
8.	Ketchum Communications	41.8	11.0	—
9.	D'Arcy MacManus Masius	78.4	11.0	6
10.	Leber Katz	30.7	11.0	9

singer who can shoot lightning bolts from his fingernails.

There will be more tales of wealth and power in the coming season with *The Colbys* (ABC), an Aaron Spelling spin-off of *Dynasty*, *Dark Mansions* (ABC) and, under review by NBC, *The Covenant*—which incorporates supernatural elements.

Black family comedies similar to the *The Cosby Show* include *Full House* (ABC), *Just Plain Rich Folks* (ABC), *Charlie and Company* (CBS), *Melba* (CBS) and an untitled Cosby spin-off starring Tony Orlando (NBC). □

Ohio State winners

Out of a pool of 591 entries, 20 radio and 47 television programs were selected as winners of the 49th annual Ohio State Awards. The Ohio State honors, begun in 1936, recognize excellence in broadcast programing. The competition is administered by WOSU-AM-FM-TV Columbus, Ohio, which are licensed to the university. Edward H. Jennings, president of OSU, will present the awards on April 24 at the National Press Club in Washington. The winners are:

Social sciences and public affairs

KRON-TV San Francisco □ *Climate of Death* and *Stopped for Questioning.*

WPLG-TV Miami □ *Hot Freight.*

WNBC-TV New York □ *Kids & Kids.*

KABC-TV Hollywood, Calif. □ *L.A.: Above and Below.*

KGO-TV San Francisco □ *The Kesterson Dilemma.*

WBZ-TV Boston □ *The Sizzle Behind the Sell.*

KABC-TV Hollywood, Calif. □ *Video From Russia.*

KCTV(TV) Fairway, Kan. □ *A & E Furnace Repairs, Saving Grace* and *TV Repairs.*

WTHR-TV Indianapolis □ *Children of Faith* and *Crisis Close to Home.*

KAET(TV) Tempe, Ariz. □ *Electroshock Therapy: the Practice, the Controversy.*

Auburn Television, Auburn University, Ala. □ *Lost in Time: Early Alabama Indians.*

KUTV(TV) Salt Lake City □ *The Mormans—Living in Zion.*

WVLV(AM) Lebanon, Pa. □ *Behind Closed Doors: Battered Dreams, Family Violence in America.*

TVOntario, Toronto □ *Good Work.*

WHA(AM) Madison, Wis. □ *Annenberg Series: Sound Studies in Sociology.*

KOCE-TV Huntington Beach, Calif. □ *Faces of Culture.*

WTBS(TV) Atlanta □ *Portrait of America.*

WETA-TV Washington, The American Political Science Association, and Toby Levine Communications, Potomac, Md. □ *Congress: We the People.*

WNBC(AM) New York □ *The Toxic Timebomb: Illegal Dumping in the Tri-State Area.*

WCBS-AM New York □ *The Phone Mess.*

KMOX(AM) St. Louis □ *The State of the Unions.*

KNX(AM) Los Angeles □ *The Immigration Problem.*

Radio New Zealand, Wellington, New Zealand □ *Grampa's Place.*

ABC News, New York □ *D-Day—ABC News Nightline.*

Janis Ball and Portia Franklin, independent producers, **and National Public Radio** □ *Crime of Silence: The Sexual Abuse of Children.*

NBC Radio, New York □ *D-Day Anniversary.*

Deborah George and Moira Rankin, independent producers, Adelphi, Md., and **National Public Radio** □ *Hawkins Point: The End of the Line.*

CBS Entertainment □ *Dead Wrong—The John Evans Story.*

KTCA-TV and MGW Productions, St. Paul □ *Your Children, Our Children.*

Natural and Physical Sciences

Alaska Department of Education (OIS), Artistic Environmental Information and Data Center, Alaska Department of Education, Juneau, Alaska □ *Sea School/Alaska Fisheries.*

Lancit Media Productions/Intramed Communications, New

NBC records win number five

NBC scored its fifth prime time ratings victory of the season, with a 16.3 rating and a 26.5 share. It was the eighth time in 29 weeks this seas[illegible] that NBC has won or tied for first, a feat unequaled by the network since the 1972-73 season, according to an NBC spokesperson, when it won 10 times.

The premiere of ABC's ***Hail to the Chief***, Tuesday, 9:30-10 p.m., starring Patty Duke, got off to a strong start, ranking seventh with an average 22/32. It was the highest premiere for a new ABC comedy in the 1984-85 season, ABC researchers said.

For the week ending April 14, based on Nielsen's National Television Index, CBS finished with a 15.8/26 and ABC with a 14/23. The combined network rating/share for the week came to 46.1/75, down 3.6% in combined ratings from the comparable week a year ago. HUT levels for the week averaged 61.6, not appreciably different from the same week last year. In season-to-date ratings, NBC now trails CBS by six-tenths of a rating point. CBS has averaged a 16.9/27, compared to NBC's 16.3/26 and ABC's 15.5/24.

The week saw NBC take three of the top five shows, and five of the top 10. The network won Monday, Tuesday, and Thursday; CBS took Friday, Saturday and Sunday, and ABC won Wednesday.

NBC's Monday victory was based principally on the first part of the made-for-TV special, ***Wallenberg: A Hero's Story***, which took the 9-11 p.m. (NYT) time period with an average 20.2 rating.

NBC's win on Tuesday could also be attributed in part to the second episode of ***Wallenberg***. And although NBC dominated the 8-9 p.m. slot with ***The A Team***, ABC put up a good fight between 9 and 10 with ***Who's The Boss?*** and ***Hail To The Chief***, which were the fifth and seventh ranked shows, respectively, and beat both parts of ***Wallenberg***.

ABC won Wednesday and Saturday based on the strength of its regular series. And NBC's Thursday win was also based on its regular lineup. In addition, repeats of ***The Cosby Show*** ranked first, and ***Family Ties*** beat repeats of ***Magnum, P.I.***

CBS took Friday with its regular schedule of ***Dallas*** and ***Falcon Crest***, although ABC captured the 8-9 p.m. period with a repeat of ***Webster*** and the spring replacement, ***Mr. Belvedere***.

Theatricals fell in the bottom half of the week's ranked programs, and in all cases came in third against programing scheduled opposite on competing networks. A repeat of "Coal Miner's Daughter," on CBS Tuesday, 8:30-9 p.m., averaged a 12.3/19, buried that network in third place for the night. ABC's premiere of "Poltergeist" on Saturday, 8-10:30 p.m., averaged a 13.7/21, ranked 40th, and "Young Doctors in Love" on Monday, 9-11 p.m., averaged an 11.2/18 and ranked 54th.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	27.5/43
2.	Dynasty	ABC	24.5/37
3.	A Team	NBC	23.6/35
4.	Family Ties	NBC	23.5/36
5.	Who's The Boss?	ABC	22.5/32
6.	Dallas	CBS	22.1/36
7.	Hail to the Chief*	ABC	20.0/32
8.	Cheers	NBC	20.6/31
9.	Wallenberg, part 1	NBC	20.2/33
10.	Hotel	ABC	20.0/35
11.	Knots Landing	CBS	19.9/33
12.	Wallenberg, part 2	NBC	19.7/30
13.	60 Minutes	CBS	19.5/34
14.	Space, part 1	CBS	19.4/31
15.	Newhart	CBS	19.2/30
16.	Kate & Allie	CBS	19.1/29
17.	Simon & Simon	CBS	19.0/29
18.	Night Court	NBC	18.8/28
19.	Falcon Crest	CBS	18.5/33
20.	Scarecrow & Mrs. King	CBS	17.7/27
21.	MacGruder & Loud	ABC	17.3/28
22.	Cagney & Lacey	CBS	16.9/29
23.	Playing With Fire	NBC	16.9/26
24.	TV Bloopers & Prac. Jokes	NBC	16.9/26
25.	Hill Street Blues	NBC	16.7/27
26.	Scene of the Crime	NBC	16.3/28
27.	T.J. Hooker	ABC	15.6/28
28.	Miami Vice	NBC	15.4/27
29.	Webster	ABC	15.4/27
30.	Highway to Heaven	NBC	15.4/24
31.	Double Dare*	CBS	15.2/24
32.	Foulups, Bleeps and Blunders	ABC	15.2/22
33.	Fall Guy	ABC	15.1/23
34.	Magnum P.I.	CBS	14.7/23
35.	Love Boat	ABC	14.3/25
36.	Finder of Lost Loves	ABC	14.2/27
37.	Stark	CBS	14.1/23
38.	Hardcastle & McCormick	ABC	13.9/21
39.	Hunter	NBC	13.8/26
40.	Facts of Life	NBC	13.8/21
41.	Gimme a Break	NBC	13.7/24
42.	Poltergeist	ABC	13.7/21
43.	Three's a Crowd	ABC	13.5/21
44.	Mr. Belvedere	ABC	13.3/23
45.	Airwolf	CBS	13.1/23
46.	Under One Roof	NBC	12.7/22
47.	20/20	ABC	12.7/21
48.	Chipmunk Special	NBC	12.6/22
49.	Diff'rent Strokes	NBC	12.3/22
50.	Knight Rider	NBC	12.3/21
51.	Coal Miner's Daughter	CBS	12.3/19
52.	Half-Nelson	NBC	12.1/20
53.	Detective in the House	CBS	11.5/20
54.	Sara	NBC	11.3/17
55.	Young Doctors in Love	ABC	11.2/18
56.	Ripley's Believe It or Not	ABC	11.1/19
57.	Lucie Arnaz Show	CBS	10.5/16
58.	Punky Brewster	NBC	10.3/17
59.	Benson	ABC	10.2/17
60.	Cover-Up	CBS	9.9/19
61.	St. Elsewhere	NBC	9.9/17
62.	Silver Spoons	NBC	9.6/17
63.	Eye to Eye	ABC	9.6/15
64.	Wildside	ABC	9.3/14
65.	E/R	CBS	9.2/16
66.	Off the Rack	ABC	9.2/15
67.	People Do the Craziest Things	ABC	9.0/16
68.	Me and Mom	ABC	8.7/15
69.	Charles in Charge	CBS	7.7/14

*indicates premiere episode

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change SL. Action March 29.

■ WMMQ (92.7 mhz) Charlotte, Mich.—Granted app. to change ERP to 1.4[illegible] kw; change HAAT to 142 ft., and make changes in ant. sys. Action March 21.

■ WEVE-FM (97.9 mhz) Eveleth, Minn.—Granted app. to change TL; change ERP to 71 kw, and change HAAT to 527.75 ft. Action April 8.

■ *KLSX-FM ([illegible]0.7 mhz) Rochester, Minn.—Granted app. to change ERP to 3.75 kw; change HAAT to 463.79 ft., and change coordinates. Action March 28.

■ WIQQ ([illegible]02.3 mhz) Leland, Miss.—Granted app. to change TL. Action March 27.

■ KTHK (95.1 mhz) Bozeman, Mont.—Granted app. to change TL and change HAAT to 220 ft. Action March 29.

■ WBAZ (101.7 mhz) Southold, N.Y.—Granted app. to change ERP to 2.88 kw. Action March 28.

■ *WSIF (94.7 mhz) Wilkesboro, N.C.—Granted app. to change TL; change HAAT to minus 151 ft., and make changes in ant. sys. Action March 28.

■ WSNY (94.7 mhz) Columbus, Ohio—Granted app. to change ERP to 22.3 kw. Action April 2.

■ WMGZ (95.3 mhz) Lawton, Okla.—Dismissed app. to install aux. transmitter and ant. sys. on existing tower. Action March 27.

■ WHPA (104.9 mhz) Hollidaysburg, Pa.—Granted app. to change ERP to .141 kw. Action April 8.

■ WKXS (94.3 mhz) Marion, S.C.—Granted app. to change TL; change ERP to 1.21 kw, and change HAAT to 499.87 ft. Action March 28.

■ KOKE-FM (95.5 mhz) Austin, Tex.—Granted app. to change ERP to 100 kw and change HAAT to 999.74 ft. Action April 2.

■ KTUX (98.9 mhz) Carthage, Tex.—Denied app. to change SL. Action March 8.

■ KDSQ (101.7 mhz) Denison-Sherman, Tex.—Granted app. change HAAT to 275 ft. Action March 29.

■ KRRS (103.7 mhz) Hamlin, Tex.—Granted app. to change HAAT to 995 ft. Action April 3.

■ KBUS (103.9 mhz) Paris, Tex.—Granted app. to change ERP to 1.1 kw and change HAAT to 525 ft. Action April 10.

■ KITE-FM (105.5 mhz) Portland, Tex.—Granted app. to change TL; change ERP to 1.9 kw, and change HAAT to 353 ft. Action April 5.

■ KFRZ-FM (106.9 mhz) Brigham City, Utah—Granted app. to change TL; change ERP to 67.5 kw, and change HAAT to 2,369 ft. Action March 29.

■ KBLQ-FM (92.9 mhz) Logan, Utah—Returned app. to change TL; change ERP to 29.5 kw; change HAAT to minus 720 ft., and make changes in ant. sys. Action March 27.

■ WEQX (102.7 mhz) Manchester, Vt.—Granted app. to change ERP to 1.27 kw. Action April 4.

■ KWWW-FM (96.7 mhz) Quincy, Wash.—Granted app. to change ERP to .26 kw and change HAAT to 1,079 ft. Action April [illegible].

■ WKDL (105.5 mhz) Holmen, Wis.—Granted app. to change SL. Action March 18.

■ WKAU-FM (104.9 mhz) Kaukauna, Wis.—Granted app. to change ERP to 1.35 kw. Action April 4.

■ WLDY-FM (92. mhz) Ladysmith, Wis.—Granted app. to change ERP to 1.69 ft. and change HAAT to 376 ft. Action April 8.

In Contest

Review board made following decisions:

■ Great Bend, Kan. (Dale Weller, et al), FM proceeding. Scheduled oral argument for May 3 on exceptions to initial decision of ALJ John H. Conlin granting app. of Breadbasket Enterprises Inc. for new FM station at Great Bend and denying competing apps. of Dale Weller, Cheyenne Broadcasting Co., Channel 300 Inc., and F.R. Broadcasting Inc. Each party has 20 minutes for argument. Weller, Cheyenne, Channel, and F.R. may reserve part of their time for rebuttal. By letter, March 26.

■ Houston (Houston Family Television Ltd., et al), TV proceeding. Scheduled oral argument for May 10 on exceptions to initial decision of ALJ John H. Conlin granting app. of Alliance Broadcasting Co. for new TV station at Houston and denying competing apps. of Houston Family Television Ltd., SMJ Television Co. and Urban Broadcasting Systems. Each party has 20 minutes for argument. Family, SMJ and Urban may reserve part of their time for rebuttai. By letter, April 2.

ALJ Joseph Chachkin made following decision:

■ Chicago (RKO General Inc., et al), FM proceeding. Granted motion by RKO and dismissed Systers Broadcasting Corp.'s app. with prejudice. By order, April 1.

ALJ John H. Conklin made following decisions:

■ Green Valley, Ariz. (Alden Communications Corp. and Sungilt Corp.), TV proceeding. Granted motion for summary decision by Sungilt and resolved legal qualifications issues in its favor. By order, April 3.

■ Los Angeles (RKO General Inc., et al), AM and FM proceeding. Granted motion by Los Angeles Minority Women Broadcasting Co. and dismissed its FM app. with prejudice. By order, April 1.

■ Arlington Heights, Ill. (Darrel Peters Productions Inc. and Midwest Broadcast Associates Ltd.), FM proceeding. Granted joint request for settlement agreement; dismissed Midwest's app.; granted Peters' app. for renewal of lic. of WSEX at Arlington Heights, and terminated proceeding. By order, March 27.

■ Laughlin, Nev., and Glendale, Calif. (Laughlin Roughrider Broadcasting Inc. and Southern California Broadcasting Co.), AM proceeding. Granted motion to grant app. without hearing by Laughlin because supplemental engineering exhibits established that apps. are not mutually exclusive; granted Laughlin's app. for new AM station at Laughlin; granted Southern California's app. to change KIEV's facilities at Glendale, and terminated proceeding. By MO&O, March 25.

■ Canyon, Tex. (Alfred Broadcast Inc., et al), FM proceeding. Granted joint request for settlement agreement; dismissed apps. of Alfred Broadcast Inc., Albert P. Davila, Cantex Broadcasting Corp., and Samuel K. Stratemeyer; Granted Auldridge Broadcasting Inc.'s app. for new FM at Canyon, and terminated proceeding. By order, April 4.

ALJ John M. Frysiak made following decisions:

■ Bethesda, Md., and Washington (RKO General Inc., et al) AM and FM proceeding. By separate orders: by judges own motion, dismissed Classical Arts Committee's AM and FM apps.; by judges own motion, dismissed TNR Broadcasting Groups's AM and FM apps., and granted motion by Bethesda Broadcasting Corp. and dismissed its app. with prejudice. By orders, March 25.

■ Block Island, R.I. (Offshore Broadcasting and T.N. Robinson), TV proceeding. Granted joint request for settlement agreement and dismissed Robinson's app. with prejudice. By MO&O, March 28.

ALJ Byron E. Harrison made following decision:

■ Lubbock, Tex. (Lubbock TV 16 Broadcasting, et al), TV proceeding. Granted motion by Lubbock TV and dismissed app. of Robert Quentin Martin and Cesar Amador, A Partnership with prejudice. By order, April 1.

ALJ Edward J. Kuhlmann made following decision:

■ North Miami, Fla. (South Florida Broadcasting Co., et al), FM proceeding. Granted joint request for settlement agreement; dismissed apps. of South Florida Broadcasting Co., Radiocentro Broadcasting Co., First Black Broadcasters of Miami Inc. and Rana Broadcasting Co. with prejudice; granted Constance J. Wodlinger's app. for new FM station at Miramar, and terminated proceeding. By MO&O, March 29.

ALJ Edward Luton made following decisions:

■ Greenfield, Calif. (Anita L. Levine, et al), FM proceeding. Granted joint request by all applicants for settlement agreement; dismissed apps. of New American Broadcasters Limited Partnership, Somoco Radio Co., South Monterey County Broadcasting Corp., Rio Salinas Broadcasting Co., Susan B. Bushell, and Ralin Broadcasting Corp. with prejudice; granted Anita L. Levine's app. for new FM station at Greenfield, and terminated proceeding. By MO&O, March 25.

■ Ocean View, Del. (Dragon Communications Inc., et al), FM proceeding. By separate orders: granted motion by Dragon Communications Inc. and dismissed Ocean View Broadcasting's app.; granted joint request for settlement agreement; dismissed apps. of Dragon Communications Inc.; Mid-Ocean Broadcasting, Honeycomb Broadcasting Inc., Susan Marie Beth Romaine, Seashore Broadcasting Co., DGR Communications Inc., and Leigh Sandoz Leverrier with prejudice; granted Ocean View Broadcasting Co.'s app. for new FM at Ocean View, and terminated proceeding. By order and MO&O, March 25.

■ Albany, Ga. (Contemporary Communications of Georgia Inc. and Albany Television Co.), TV proceeding. By separate orders: granted motion for summary decision by Albany Television and resolved air hazard and short-spacing issues in its favor; granted joint request for settlement agreement; dismissed Contemporary's app. with prejudice; granted Albany Television's app. for new TV station at Albany, and terminated proceeding. By order, March 28 and MO&O, April 1.

■ Cleveland Heights, Ohio (Friendly Broadcasting Co. and Cleveland Heights Entertainment Radio Inc.), AM and FM proceeding. Granted joint request for settlement agreement; dismissed Cleveland Heights apps. with prejudice; granted Friendly Broadcasting's apps. subject to outcome of Friendly's qualifications in proceeding of WOOK(FM) Washington, and terminated proceeding. By MO&O, April 1.

■ Burns, Ore. (Christine E. Paul and Beverly A. Pearson), FM proceeding. Granted request for dismissal by Pearson and dismissed her app. with prejudice; granted Paul's app. for new FM at Burns, and terminated proceeding. By order, April 1.

■ Sequim and Oak Harbor, Wash. (Luin K. Dexter and JSM Media), AM proceeding. Granted joint request for settlement agreement and merger of JSM and Dexter into new entity of Sequim Broadcasting Co.; dismissed JSM's app. with prejudice; granted Sequim's app. for new AM at Sequim, and terminated proceeding. By MO&O, April 1.

ALJ Walter C. Miller made following decision:

■ Miami (Harmony Broadcasting Corp., et al), TV proceeding. Granted request for dismissal by A and I Television Ltd. and dismissed its app. with prejudice. By order, March 27.

ALJ Joseph Stirmer made following decision:

■ San Luis Obispo, Calif. (Sainte Broadcasting Corp. and Raul and Consuelo Palazuelos, A General Partnership, et al), TV proceeding. By separate orders: granted joint request by Sainte, Pacific Television Ltd., Second Local Power Television Inc. and San Luis Obispo Telecasters; dismissed apps. of Sainte and Second LPTI with prejudice; granted motion by San Luis Obispo Telecasters and dismissed its app. with prejudice. By MO&O, April 4 and order, April 3.

ALJ James F. Tierney made following decision:

■ Honolulu (Lee Optical and Associated Cos., Retirement and Pension Trust, et al), FM proceeding. Granted motion by C.E. Inc. to add issue against Phillip R. Antoine and Lan Thi Vuong-Antoine to determine if Antoine failed to report existence of new media interest and, if so, effect on its comparative qualifications to be lecensee. By MO&O, March 27.

Summary of broadcasting
as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,778	170	4,948
Commercial FM	3,757	418	3,983
Educational FM	1,185	173	1,358
Total Radio	9,720	761	10,289
FM translators	789	444	1,233
Commercial VHF TV	539	23	567
Commercial UHF TV	370	222	620
Educational VHF TV	115	3	117
Educational UHF TV	182	25	200
Total TV	1,206	273	1,504
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

C/750-1A

The Fifth Estate

Broadcasting ⚡ Apr 29

54th Year 1985

A white knight for Storer

Retrospective on TV's season

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Vol. 108 No. 17

Broadcasting Apr 29

KKR comes to Storer's rescue
A look at the new CRT
Special report: the gear on hand at NAB

STORER KNIGHT ☐ Kohlberg, Kravis & Roberts makes leveraged buyout offer for Storer of $75 in cash and $25 in warrants per share. **PAGE 31.**

ANOTHER BIDDER ☐ Jack Kent Cooke steps into the takeover fray with bid of $63 per share for Multimedia. **PAGE 33.**

CBS-TURNER MANEUVERING ☐ CBS begins fight to block unfriendly takeover bid by Ted Turner with filings in various courts and at the SEC. **PAGE 34.**

SEASON PROLOGUE ☐ CBS wins sixth consecutive prime time ratings race but surprise is success of NBC, which leaves ABC in third place. **PAGE 37.**

EQUIPMENT REVIEW ☐ The exhibit floor at the NAB found no new breakthroughs in technology to dominate the convention, but a host of upgrades to help broadcasters do a better job. **PAGE 42-60.**

NEW BLOOD ☐ The newly reconstituted Copyright Royalty Tribunal prepares to improve agency's record and efficiency. **PAGE 64.**

CANNES REPORT ☐ American sellers at MIP-TV say despite strong value of the dollar, activity was healthy at international programing fair. Small programers report better chances overseas. **PAGE 72.**

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STILL IT ☐ Coke introduces "new" Coke with major advertising campaign. **PAGE 80.**

NEW TIMES ☐ CBS/Broadcast Group President Gene Jankowski says new strategy must be developed for advertising buys. **PAGE 81.**

OVERCOMING LOGISTICS ☐ Networks go to Vietnam for reports and live coverage of 10th anniversary of fall of Saigon. **PAGE 82.**

THIS IS A TEST ☐ Pentagon assembles pool of reporters in test of coverage guidelines. **PAGE 83.**

CAUSAL CONNECTION ☐ RTNDA study finds those stations with large news staffs tend to be profitable. **PAGE 84.**

TECHNICAL KNOCKOUT ☐ Videostar makes successful transmission of Hearns-Hagler fight from Las Vegas. **PAGE 85.**

BOARD RACE ☐ Edward Giller, Walter May and Ted Snider vie for joint board chairmanship of NAB. **PAGE 94.**

END RUN ☐ California public television stations look for new funding sources after appropriations are vetoed by governor. **PAGE 97.**

KEEPING UP WITH JONES'S ☐ Glenn Jones of Jones Intercable has helped bring the limited partnership to cable financing. **PAGE 119.**

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wanted more American shows, she replied, "It's not an idea of simply buying U.S. programing. It's [buying] what we like. We tend to co-produce with European countries, like Channel 4 in England or RAI in Italy."

Still, some countries are actively trying to increase their co-ventures with outside producers. NHK, for example, traditionally has only bought about 3% of its programing from the outside, but it recently entered into a co-production for a 10-part documentary, *The Yellow River*, with mainland China's Central Television (CCTV).

But with a new channel about to be launched via direct broadcast satellite and limited financing left to produce substantial quantities of its own programing, NHK's executive controller general, Hisanori Isomura, said that he wants to increase his outside programing from the current 3% to double digits through co-ventures.

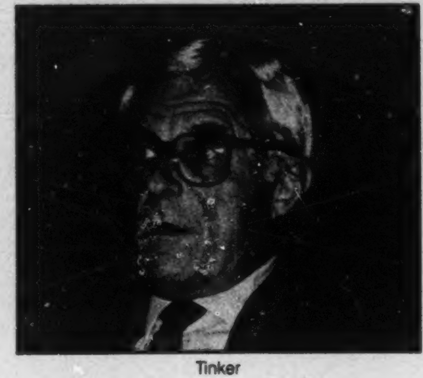
And even Communist China is opening its doors to foreign broadcasters, producers and distributors. Earlier this year it bought *Little House on the Prairie* from Worldvision. Explained Lee Chuang, a CCTV spokesman, "We like to find suitable programing for our audience," which he described as family shows, animation, "feature classics" and science fiction. But Chuang added, the Chinese are not likely to be asking "Who Shot J.R.?" "*Dallas*," he said, "It's a little early for that because the content is a little bit hard for the Chinese to understand—the dollars, you know." □

Tinker says networks hold destiny in their own hands

Grant Tinker, chairman and chief executive of NBC, says the lesson to be found in NBC-TV's ratings resurgence is that broadcasters "can control our own destiny."

"If we have learned anything from the recent past," he told the Broadcast Advertising Club of Chicago on April 18 in accepting its 1985 Person of the Year award, "it is that the public will continue to make its viewing decisions based on the program, not on the method of distribution. The good news for all of us is that the kinds of programs networks do best can compete successfully against anything."

Tinker attributed NBC's success to its policy of seeking the best writers and producers, looking for well-executed, quality programs and giving them time to develop their audiences. The success of that approach, he said, "holds great promise not only for NBC but for all of us in television. It offers a solution to the problem of eroding network shares and the problem of how to attract back to television the discriminating viewers who left us for the newer technologies.



Tinker

"Look at what is happening in homes equipped with pay cable," he continued. "The emergence of pay cable services was a driving force in the growth of the cable audience and the decline in network shares. But that picture is changing."

Tinker said, "We are presently seeing a decline in the ratings of the leading pay cable service, related not only to a significant churn rate, but also to the difficulty of finding enough program material of high quality."

Although most network programs suffer lower ratings in pay-cable homes than in the country as a whole, Tinker said, "the latest available figures show a wonderfully encouraging trend. Twelve network prime-time programs actually perform more

CBS closes winning season with a victory

The 30th and final week of the 1984-85 season saw CBS win its first victory in the last three weeks and its 21st in the season that it won (see story, "Top of the Week"). Based on Nielsen's National Television Index (NTI), CBS had a 16.1 rating and a 27 share, separating itself from NBC (14.9/25) by a wider margin than in previous victories. ABC scored a 13.4/22.

The combined rating/share was 44.4/73.9. HUT levels were up 1% from last year's 59.6 for the same week, at 60.2.

While the networks relied heavily on re-runs for the closing week of the season, with 32 in the schedule, there was some new programing. The CBS mini-series, *Space*, averaged a 16.8/27 and gave the network a rating victory with its fourth episode on Wednesday with a 17.1/28, beating out a two-hour episode of *Hotel* (16/26).

The first part of *Space* (19.4/31), along with *60 Minutes*, gave CBS a Sunday night win.

ABC won Monday night on the strength of the made-for-TV film, *Lady Blue* (19.8/31), and also took Saturday night with its regular schedule. But on Tuesday night, the combination of *Who's the Boss* and *Hail to the Chief* (8-9 p.m. EST) could not continue its strong performances of the week before when they finished fifth and seventh, respectively. *Hail to the Chief* was down from its premiere of 22/32 to 15/24. This week the pair finished at 22d and 26th, respectively. Tuesday night belonged to NBC's regular lineup, lead by *A Team*, which finished 10th with a 19.2/31.

Thursday night was also an NBC victory, as it has gradually become throughout the season, on the strength of the *Cosby Show* (26/42), number one on the schedule, *Family Ties* (third) and *Cheers* (sixth).

The week's one premiere, *The Best Times* on NBC (Friday, 8-9 p.m. EST), finished 55th with an 11/20. In its second week, *Double Dare* on CBS scored a 12.5/21, down from its premiere of 15.2/24.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	26.0/42
2.	Murder, She Wrote	CBS	24.5/39
3.	Family Ties	NBC	24.2/37
4.	60 Minutes	CBS	21.5/48
5.	Dallas	CBS	21.1/33
6.	Cheers	NBC	20.1/31
7.	Lady Blue	ABC	19.8/31
8.	Facts of Life	NBC	19.6/30
9.	Trapper John, M.D.	CBS	19.3/35
10.	A Team	NBC	19.2/31
11.	Knots Landing	CBS	18.9/30
12.	Bob Hope Special	NBC	18.4/29
13.	Highway to Heaven	NBC	18.3/30
14.	Ringling Bros. Circus	CBS	18.0/28
15.	Night Court	NBC	17.5/28
16.	Space, part 4	CBS	17.1/28
17.	Falcon Crest	CBS	16.9/29
18.	Space, part 2	CBS	16.4/26
19.	Space, part 5	CBS	16.3/28
20.	Riptide	NBC	16.2/25
21.	Hotel	ABC	16.0/26
22.	Who's The Boss?	ABC	15.9/25
23.	Sara	NBC	15.8/25
24.	Miami Vice	NBC	15.6/25
25.	Knight Rider	NBC	15.5/24
26.	Hail to the Chief	ABC	15.0/24
27.	Space, part 3	CBS	14.7/24
28.	Gimme a Break	NBC	14.5/25
29.	T.J. Hooker	ABC	14.3/26
30.	20/20	ABC	14.3/24
31.	Remington Steele	NBC	14.1/24
32.	Hardcastle & McCormick	ABC	14.0/22
33.	Mr. Belvedere	ABC	13.9/24
34.	Double Trouble	NBC	13.8/24
35.	Hunter	NBC	13.6/26
36.	Webster	ABC	13.5/26
37.	Finder of Lost Loves	ABC	13.5/25
38.	MacGruder & Loud	ABC	13.5/23
39.	Love Boat	ABC	13.3/23
40.	Hill Street Blues	NBC	13.2/22
41.	Scene of the Crime	NBC	13.1/24
42.	Three's a Crowd	ABC	13.0/21
43.	Under One Roof	NBC	12.9/22
44.	Airplane	NBC	12.9/21
45.	Fall Guy	ABC	12.5/21
46.	Diff'rent Strokes	NBC	12.5/23
47.	Double Dare	CBS	12.5/21
48.	Embassy	ABC	12.5/21
49.	Benson	ABC	12.4/21
50.	Foulups, Bleeps & Blunders	ABC	11.9/19
51.	Detective in the House	CBS	11.4/21
52.	Airwolf	CBS	11.4/20
53.	Eye to Eye	ABC	11.3/18
54.	Off the Rack	ABC	11.2/18
55.	The Best of Times*	NBC	11.0/20
56.	Half-Nelson	NBC	10.7/18
57.	St. Elsewhere	NBC	10.6/19
58.	Wildside	ABC	10.4/16
59.	Punky Brewster	NBC	9.9/15
60.	Cover-Up	CBS	9.3/17
61.	Me and Mom	ABC	9.2/16
62.	Ripley's Believe It or Not	ABC	8.9/16
63.	E/R	CBS	8.8/15
64.	Charles in Charge	CBS	8.7/16
65.	That was the Week That Was	ABC	8.3/13
66.	Silver Spoons	NBC	7.9/16

*indicates premiere episode

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Facilities Changes

Applications

AM's

Tendered

- WRHX (1440 khz) Herndon, Va.—Seeks CP to change city of lic. to Arcola, Va.; change power to 500 w; change to non-DA, and change TL. App. April 19.

Accepted

- KCPC (1200 khz) Rancho Mirage, Calif.—Seeks MP to change TL and make changes in ant. sys. App. April 16.
- WBUD (1260 khz) Trenton, N.J.—Seeks MP to modify nighttime standard direction pattern. App. April 22.

FM's

Accepted

- KWST (101.7 mhz) Carmel, Calif.—Seeks mod. of lic. to move SL outside community of lic. App. April 19.
- KLVE (107.5 mhz) Los Angeles—Seeks CP to change ERP. to 29.5 kw and change HAAT to 3,000 ft. App. April 22.
- *WSHU (91.1 mhz) Fairfield, Conn.—Seeks CP to change ERP to 12.5 kw and change HAAT to 595 ft. App. April 17.
- KLVN (95.9 mhz) Newton, Iowa—Seeks CP to change TL and change ERP to 2.82 kw. App. April 17.
- *WUMB-FM (91.9 mhz) Boston—Seeks mod. of CP to change ERP to 1 kw and change HAAT to 167 ft. App. April 16.

TV's

Accepted

- KMJD (ch. 38) Pine Bluff, Ark.—Seeks MP to extend completion date of CP. App. April 17.
- WDEM (ch. 69) Hollywood, Fla.—Seeks MP to change TL. App. April 19.
- KLJB (ch. 18) Davenport, Iowa—Seeks MP to change ERP to vis. 2,950 kw, aur. 295 kw; change HAAT to 989 ft.,

Summary of broadcasting
as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,778	170	4,948
Commercial FM	3,757	418	3,983
Educational FM	1,185	173	1,358
Total Radio	9,720	761	10,289
FM translators	789	444	1,233
Commercial VHF TV	539	23	567
Commercial UHF TV	370	222	620
Educational VHF TV	115	3	117
Educational UHF TV	182	25	200
Total TV	1,206	273	1,504
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
VHF translators	2,889	166	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,636
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

C1750-1A

The Fifth Estate

Broadcasting May 6

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The Top 100

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Vol. 108 No. 18

Broadcasting ◪ May 6

Murdoch, Davis and Fox move to buy Metromedia
CBS purchases Taft/Gulf radio stations
The top 100 companies of the Fifth Estate

ANOTHER DEAL ☐ Metromedia working on deal to sell most of its television stations to group lead by Rupert Murdoch, Marvin Davis and 20th Century Fox. **PAGE 39.**

RADIO PURCHASE ☐ CBS buys Taft/Gulf radio properties for some $100 million. **PAGE 40.**

INSIDE BID ☐ Multimedia management details recapitalization for company as one bidder for company drops out. **PAGE 41.**

MAKING HEADWAY ☐ Intelsat makes progress on Hill in its fight on separate systems issue. **PAGE 43.**

CRT NEWS ☐ CRT Chairman Hall comes under congressional fire at oversight hearing for her role in publication of controversial book. **PAGE 44.**

ON THE BOARD ☐ NBC announces prime time schedule for 1985-86 season. **PAGE 46.**

TOP 100 ☐ BROADCASTING's annual roundup of the top 100 companies in electronic communications ranks Fifth Estate companies by revenue and by its own Electronic Communications Index. **PAGE 49.**

PRIME CONCERNS ☐ Reworking schedule to get out of third place is high on list of concerns as ABC affiliates prepare for annual meeting. **PAGE 54.**

FAVORITE TARGET ☐ Many syndicators are developing specialty shows for late-night fringe, many of them comedies. **PAGE 58.**

RF LOOK ☐ EPA and FCC officials to test RF radiation leakage at Seattle antenna farm. **PAGE 66.**

GROWING PAINS ☐ Rapid expansion in number of convention exhibitors is causing problems for NAB. **PAGE 66.**

SWAP TALK ☐ FCC proposal for UHF-VHF swap for public broadcasters comes under fire from Democrats in Senate Commerce Committee. **PAGE 70.**

LOGGING IN ☐ Comments submitted to FCC on fraudulent billing and network clipping rules. **PAGE 72.**

POOL PROBLEMS ☐ First test of pool arrangement for war exercise wasn't perfect, but participants vow to work out problems. **PAGE 76.**

RUNNING INTERFERENCE ☐ Press complains that Secret Service is shielding President from reporters' questions. **PAGE 78.**

SAIGON REVISITED ☐ *Nightline* telecast originating from Ho Chi Minh City had its share of problems. **PAGE 80.**

NEW FROM NIELSEN ☐ Ratings company introduces new television commercial monitoring device. **PAGE 90.**

LOOKING AHEAD ☐ AWRT's Jean Anwyll ready to open annual convention, which looks to 21st century. **PAGE 95.**

CODE OF HONOR ☐ ABC-TV sales VP Jake Keever has a reputation for integrity and a track record of successes. **PAGE 119.**

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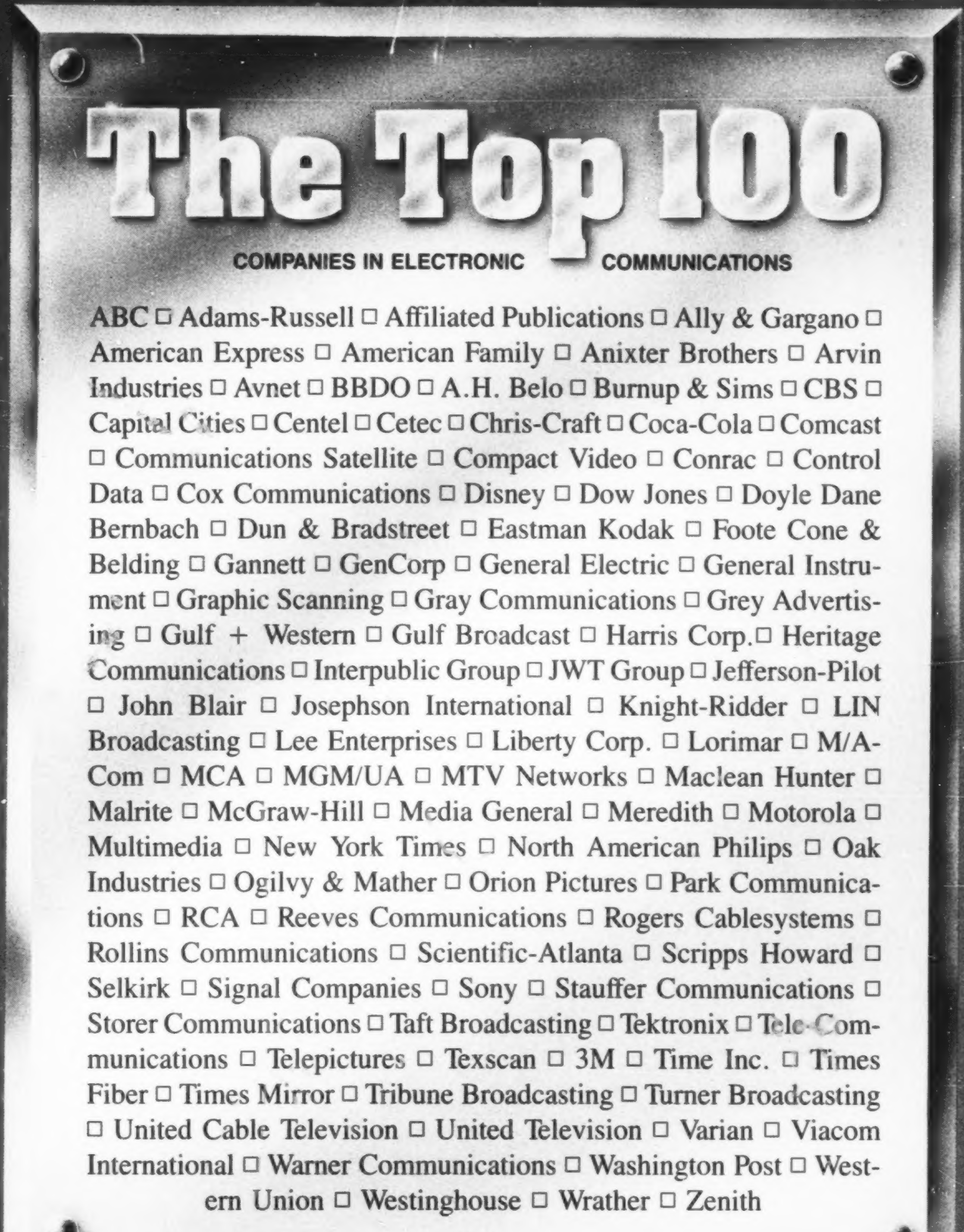

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

ABC □ Adams-Russell □ Affiliated Publications □ Ally & Gargano □ American Express □ American Family □ Anixter Brothers □ Arvin Industries □ Avnet □ BBDO □ A.H. Belo □ Burnup & Sims □ CBS □ Capital Cities □ Centel □ Cetec □ Chris-Craft □ Coca-Cola □ Comcast □ Communications Satellite □ Compact Video □ Conrac □ Control Data □ Cox Communications □ Disney □ Dow Jones □ Doyle Dane Bernbach □ Dun & Bradstreet □ Eastman Kodak □ Foote Cone & Belding □ Gannett □ GenCorp □ General Electric □ General Instrument □ Graphic Scanning □ Gray Communications □ Grey Advertising □ Gulf + Western □ Gulf Broadcast □ Harris Corp.□ Heritage Communications □ Interpublic Group □ JWT Group □ Jefferson-Pilot □ John Blair □ Josephson International □ Knight-Ridder □ LIN Broadcasting □ Lee Enterprises □ Liberty Corp. □ Lorimar □ M/A-Com □ MCA □ MGM/UA □ MTV Networks □ Maclean Hunter □ Malrite □ McGraw-Hill □ Media General □ Meredith □ Motorola □ Multimedia □ New York Times □ North American Philips □ Oak Industries □ Ogilvy & Mather □ Orion Pictures □ Park Communications □ RCA □ Reeves Communications □ Rogers Cablesystems □ Rollins Communications □ Scientific-Atlanta □ Scripps Howard □ Selkirk □ Signal Companies □ Sony □ Stauffer Communications □ Storer Communications □ Taft Broadcasting □ Tektronix □ Tele-Communications □ Telepictures □ Texscan □ 3M □ Time Inc. □ Times Fiber □ Times Mirror □ Tribune Broadcasting □ Turner Broadcasting □ United Cable Television □ United Television □ Varian □ Viacom International □ Warner Communications □ Washington Post □ Western Union □ Westinghouse □ Wrather □ Zenith

Special Report

Flourishing year for Fifth Estate companies

Broadcasting's annual ranking finds most companies posting revenue and earnings improvements over 1983; GE heads revenue list, ABC captures top position on Electronic Communications Index

1984 was a good year for the Fifth Estate. It was an especially good year for owners of broadcast properties, cable systems or advertising agencies, an improved year for most hardware suppliers, and a difficult year for some of the largest entertainment software companies. Overall, the public companies surveyed in BROADCASTING's annual Top 100 Companies in Electronic Communications ranking tallied revenues of $184 billion, a 12% increase over 1983. Total net profits for the industry grew 20% to $10.5 billion, for an overall profit margin of 6%.

Fifth Estate companies outperformed broader indices. Their healthy totals compare with a *Forbes* 500 revenue increase of 5½%, a profit increase of 6% and a profit margin of 5.3%. The Top 100 numbers were also greater than the 1984 gross national product rise of 10.8% and inflation, which was roughly 4%.

BROADCASTING's Top 100 are publicly traded networks, group owners, MSO's, and companies that provide programing, advertising, ratings, syndication, equipment, post-production and other services. The list also includes companies engaged in satellite master antenna television, subscription television, direct broadcast satellite, multipoint distribution service, teletext, videotex and low-power television businesses.

The companies are ranked by total revenue. Figures are based on calendar-year reports. When fiscal years were different, figures most closely approximating the calendar year were used. Revenue figures are based on continuing operations, after extraordinary items. BROADCASTING has also assigned each company an Electronic Communications Index (ECI) rank and percentage (the percentage of revenues contributed by its communications interests). The ECI is derived from a variety of sources: estimates by company officials, securities analysts or BROADCASTING's own computations.

The ECI rankings were led by ABC (15th in revenues) at $3.4 billion. ABC was followed by CBS (12th) with $2.7 billion; RCA (fifth) with $2.4 billion; Time (16th) with $1.3 billion; Westinghouse (fourth) with $1 billion; Cox Communications (45th) with $683,000,000; Storer Communications (51st) with $537,000,000; Interpublic Group (47th) with $451,000,000; Harris Corp. (20th) with $438,000,000 and Tele-Communications Inc. (53d) with $449,000,000.

Leading the list in overall revenue is General Electric with $27.9 billion. American Express leapfrogged into second place with a 32% increase in revenue to $12.9 billion. It is followed in order by Eastman Kodak, Westinghouse, RCA, 3M, Coca-Cola and the Signal Companies. The sale by Getty Oil of its 80% interest in ESPN meant that company no longer qualified for the list, allowing room for a new occupant in the higher ranks. Motorola, which showed a 28% increase in revenue, moved from 13th last year to the number-nine spot. Rounding out BROADCASTING's top 10 was Sony.

General Electric takes in more than one of every eight Top 100 revenue dollars and more than one of every five Top 100 income dollars. The first 10 companies account for 56% of all revenue dollars among them, a 1% decline from 1983. The concentration is even higher on the income side where two of every three Top 100 income dollars lands in the coffers of the top 10 companies. That is a 5% increase over the previous year. Among the first 25 companies, $8 of every $10 in revenue goes to them as does $8 of every $10 in income.

The growing wave of group owners and MSO's being taken private removed at least four companies from last year's ranks. Those no longer on are Metromedia (50th on last year's list), Wometco (just behind it at 51) and Harte-Hanks (last year, 56), which left due to leveraged buyouts, and Post Corp. (90 last year), which was purchased by the Nashville, Tenn.-based Gillette Group. SFN Companies, of Glenview, Ill., never made it on the list, having quickly assembled a group of stations before it went private in January. Even though it was sold, A.C. Nielsen Co. (43d last year) in effect remained on the list since it was bought by Dun & Bradstreet (19).

There were plenty of new entries waiting to take the places of departing companies. Avnet (26), a New York-based electronics manufacturer, was added to the list as was Centel (42) a Chicago-based provider of telephone, cable television and electrical services. The Greenville, S.C.-based Liberty Corp. (62), owner of Cosmos Broadcasting Co., made it this year. Companies that have recently gone public and were added to the list include: Ally & Gargano (77), MTV Networks (88), Park Communications (90) and Malrite Communications (96). Burbank, Calif.-based Compact Video registered a 31% increase in revenue, enabling it to join this year's list at 97.

Compared to 1983, when 17 of the Top 100 companies reported reduced revenue, last year's figures found only six companies bringing in less money than the year before. For the Top 100, the average revenue gain was 12%. Revenue changes in some cases came about because of purchases and divestitures. On the positive side, A.H. Belo's purchase of the Corinthian stations from Dun & Bradstreet accounts for a significant portion of its 46% revenue increase reported in 1984. Taft Broadcasting's 15% decrease in revenue for the year can be attributed to its divestiture of several theme parks.

Increased advertising expenditures, including those occasioned by the Olympics and the elections, helped group owners and mixed media companies register double-digit revenue gains, virtually without exception. The extra revenue in most cases more than covered increased costs, and a survey of group owners and mixed media companies showed that of 19 such companies, 15 showed better profit margins than the year before. Large advertising agencies also showed healthy double-digit profit percentage increases.

Showing the highest profit margins in the Top 100 were Taft Broadcasting (19.8%); LIN Broadcasting (17%); Centel (15.5%); Scripps Howard Broadcasting (15.4%); A.H. Belo (15.3%); Capital Cities Communications (14.4%); Lee Enterprises (14.1%); Dow Jones (13.4%); Park Communications (13.2%), and Jefferson-Pilot (12.2%).

Total income found General Electric first with $2.3 billion; Eastman Kodak ($923 million); 3M ($723 million); Coca-Cola ($629 million); American Express ($610 million); Westinghouse ($536 million); Motorola ($387 million); Signal Companies ($301 million); Sony ($292 million), and Dun & Bradstreet ($253 million).

While the overall profit picture improved—the average earnings increased by 20%—there were still almost as many companies showing reduced earnings or increased losses (25 versus 27 the previous year) and two more companies that actually reported losses (nine versus seven). Large production companies had a conspicuous presence among the bigger firms experiencing difficulty. Warner Communications (21) reported a bigger loss ($586 million) than in 1983; while Disney (24) had an earnings drop of 60%; MCA's (28) dropped 35%, and MGM/UA's (47) dropped 40%.

The Top 100 chart appears on pages 50-53. ■

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

	Company	Revenues (000) 1984	 1983	% change
1.	General Electric	27,947,000	26,797,000	4
2.	American Express	12,895,000	9,770,000	32
3.	Eastman Kodak	10,600,000	10,170,000	4
4.	Westinghouse	10,264,500	9,532,600	8
5.	RCA	10,111,600	8,977,300	13
6.	3M	7,705,000	7,039,000	9
7.	Coca-Cola	7,364,000	6,829,000	8
8.	Signal Companies	6,005,000	6,062,000	-1
9.	Motorola	5,534,000	4,328,000	28
10.	Sony	5,149,167	4,534,779	14
11.	Control Data	5,026,900	4,582,800	10
12.	CBS	4,924,872	4,396,229	12
13.	North American Philips	4,325,900	3,799,800	14
14.	Gulf + Western	4,223,000	4,243,018	†
15.	ABC	3,707,713	2,948,849	26
16.	Time Inc.	3,067,000	2,717,000	13
17.	Times Mirror	2,771,320	2,478,533	12
18.	GenCorp	2,727,062	2,517,272	8
19.	Dun & Bradstreet	2,397,333	2,060,477	16
20.	Harris Corp	2,187,729	1,809,000	21
21.	Warner Communications	2,023,513	1,723,209	17
22.	Gannett	1,960,196	1,703,600	15
23.	Tribune	1,794,436	1,586,526	13
24.	Disney	1,780,300	1,339,374	33
25.	Zenith	1,716,000	1,361,300	26
26.	Avnet	1,714,595	1,383,192	24
27.	Knight-Ridder	1,664,679	1,471,050	13
28.	MCA	1,651,242	1,584,539	4
29.	Tektronix	1,419,872	1,208,759	17
30.	McGraw-Hill	1,401,778	1,295,175	8
31.	Western Union	1,333,978	1,044,829	28
32.	New York Times	1,229,580	1,091,302	13
33.	Jefferson-Pilot	1,035,362	987,229	5
34.	General Instrument	1,017,700	974,317	4
35.	Washington Post	984,303	877,714	12
36.	Dow Jones	965,620	866,437	11
37.	Capital Cities	939,722	762,295	23
38.	Varian	928,700	760,300	22
39.	Maclean Hunter	902,656	634,104	42
40.	John Blair	842,438	414,317	103
41.	American Family	823,600	703,500	17
42.	Centel	796,942	719,886	11
43.	Arvin Industries	781,986	600,605	30
44.	M/A-Com	768,449	637,279	21
45.	Cox Communications	742,855	614,623	21
46.	MGM/UA	685,600	711,130	-4
47.	Interpublic Group	644,393	603,044	7
48.	Anixter Brothers	638,668	541,926	18
49.	Media General	547,661	507,784	8
50.	Storer Communications	536,824	458,871	17

Notes: NM means not meaningful. † indicates percentage figure less than 0.5.

Earnings (000)		%	Profit	Earnings	P/E		ECI
1984	1983	change	margin %	per share	ratio	ECI %	rank
2,280,000	2,024,000	13	8	5.03	12.05	1	46
610,000	515,000	18	5	2.79	15.59	2	26
923,000	565,000	63	9	5.71	11.65	2	35
535,900	449,000	19	5	3.04	10.24	10	5
246,400	148,300	66	2	2.15	20.12	24	3
733,000	667,000	10	10	6.27	12.72	4	21
629,000	558,000	13	9	4.76	14.50	5	13
301,000	113,000	166	5	2.65	13.58	4	31
387,000	244,000	59	7	3.27	9.71	7	12
291,555	121,596	140	6	1.26	13.39	6	20
83,200	161,700	-49	2	2.15	14.01		63
212,353	187,198	13	4	7.15	15.10	55	2
130,500	95,700	36	3	4.53	8.64	5	33
186,800	159,800	17	4	3.43	11.30	7	22
195,332	159,834	22	5	6.71	15.95	91	1
216,000	169,000	28	7	3.37	16.06	41	4
232,703	199,580	17	8	3.38	14.35	4	57
7,210	72,413	-90	0	0.33	136.36	6	40
252,716	187,900	34	11	3.33	22.75	5	53
90,641	63,800	42	4	2.17	11.64	20	10
(586,099)	(417,803)	NM	-29	(9.73)	-2.93	17	16
223,934	180,500	24	11	2.80	21.07	11	34
103,043	69,267	49	6	2.55	17.35	18	17
44,931	110,556	-59	3	3.65	21.64	4	79
63,600	46,300	37	4	2.88	7.03	11	38
78,800	76,343	3	5	2.21	13.91	†	100
140,810	119,435	18	8	2.15	15.70	4	80
94,937	147,160	-35	6	1.96	27.10	25	11
131,540	48,311	172	9	6.84	8.48	18	27
144,171	126,478	14	10	2.86	16.04	6	70
(73,795)	(66,875)	NM	-6	(3.04)	-2.88	10	51
100,169	78,668	27	8	2.53	18.23	5	83
126,559	96,367	31	12	3.98	9.67	7	78
32,664	184,966	-82	3	1.04	16.59	34	15
85,886	68,394	26	9	6.11	18.78	14	49
129,140	114,224	13	13	2.01	20.77	9	69
135,193	114,704	18	14	10.40	21.27	37	14
59,900	44,900	33	6	2.72	11.31	11	62
49,205	30,771	60	5	1.35	17.96	21	37
10,469	18,306	-43	1	1.31	16.60	18	44
43,100	31,300	38	5	2.16	13.08	4	91
123,406	113,259	9	15	4.42	9.22	8	82
30,226	18,338	65	4	2.59	7.53	4	92
38,200	31,430	22	5	0.90	21.25	30	32
87,292	77,950	12	12	3.09	24.31	92	6
25,431	42,364	-40	4	0.50	26.25	13	67
32,794	25,380	29	5	3.03	1.40	70	8
17,242	11,932	45	3	0.94	14.89	40	28
39,760	35,907	11	7	5.60	14.64	18	64
(16,742)	(39,673)	NM	-3	(1.02)	-73.41	100	7

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

		Revenues (000)		%
	Company	*1984*	*1983*	*change*
51.	JWT Group	518,924	460,230	13
52.	Meredith	465,000	436,216	7
53.	Tele-Communications	449,416	347,267	29
54.	Communications Satellite	442,297	440,418	†
55.	Ogilvy & Mather	439,178	358,395	23
56.	Scientific-Atlanta	423,200	326,567	30
57.	Taft Broadcasting	375,400	443,581	-15
58.	A.H. Belo	354,245	242,556	46
59.	Affiliated Publications	343,836	293,806	17
60.	Oak Industries	333,244	320,172	4
61.	Viacom	320,366	315,577	2
62.	Liberty Corp.	318,042	294,338	8
63.	Lorimar	310,738	218,054	43
64.	BBDO	305,269	263,999	16
65.	Multimedia	304,361	269,720	13
66.	Josephson International	295,130	185,528	59
67.	Rogers Cablesystems	294,779	250,561	18
68.	Turner Broadcasting	281,732	224,532	25
69.	Foote Cone & Belding	267,646	225,483	19
70.	Reeves Communications	226,436	219,984	3
71.	Doyle Dane Bernbach	217,300	202,243	7
72.	Grey Advertising	204,007	161,992	26
73.	Burnup & Sims	192,501	164,013	17
74.	Lee Enterprises	190,009	172,557	10
75.	Orion Pictures	188,300	158,558	19
76.	Selkirk	184,115	149,324	23
77.	Ally & Gargano	182,871	174,067	5
78.	LIN Broadcasting	170,342	122,347	39
79.	Chris-Craft	170,000	105,631	61
80.	United Cable Television	155,700	115,302	35
81.	Conrac	154,284	141,136	9
82.	Graphic Scanning	141,000	114,455	23
83.	Heritage Communications	128,788	105,972	22
84.	Times Fiber	124,405	136,940	-9
85.	Scripps Howard	117,985	100,631	17
86.	Wrather	111,008	102,101	9
87.	Adams-Russell	109,663	91,883	19
88.	MTV Networks	109,543	49,801	120
89.	Telepictures	106,756	71,135	50
90.	Park Communications	106,398	93,897	13
91.	Stauffer Communications	104,901	88,165	19
92.	Comcast	103,007	84,437	22
93.	Rollins Communications	93,102	80,221	16
94.	Gulf Broadcast	86,927	74,639	16
95.	Texscan	80,385	84,025	-4
96.	Malrite	76,974	46,887	64
97.	Cetec	75,663	72,812	4
98.	United Television	75,240	56,136	34
99.	Compact Video	43,105	32,789	31
100.	Gray Communications	40,444	38,951	4

Notes: NM means not meaningful. † indicates percentage figure less than 0.5.

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Earnings (000)		%	Profit	Earnings	P/E		ECI
1984	1983	change	margin %	per share	ratio	ECI %	rank
20,478	17,579	16	4	2.24	13.73	55	24
40,642	38,551	5	4	4.30	14.42	23	60
16,982	15,967	6	4	0.38	74.01	100	9
51,165	50,051	2	12	2.83	11.35	1	99
25,838	17,800	45	6	2.76	14.49	73	18
13,238	370	3478	3	0.43	27.33	60	29
74,338	37,190	100	20	4.71	14.12	38	45
54,141	31,225	73	15	4.67	10.68	45	41
27,350	22,228	23	8	2.24	20.09	12	88
(95,524)	(65,555)	NM	-29	(9.13)	-0.21	16	86
30,597	28,129	9	10	2.27	18.50	100	19
18,584	17,640	5	6	1.83	16.94	25	73
26,529	10,899	143	9	3.52	9.77	86	25
22,644	18,055	25	7	3.57	13.45	60	39
33,688	35,174	-4	11	2.02	28.96	47	46
(2,573)	5,124	NM	-1	0.10	90.00	7	94
(16,332)	(14,083)	NM	-6	(0.86)	-8.50	100	23
5,075	3,357	51	2	0.25	87.00	90	30
16,807	7,078	137	6	4.71	11.94	77	36
(5,395)	3,871	NM	-2	(0.43)	-23.26	34	74
8,678	7,369	18	4	1.51	14.24	51	58
10,220	8,026	27	5	16.02	11.06	64	52
10,082	(4,679)	NM	5	1.12	7.92	34	81
26,749	22,774	17	14	1.95	19.36	26	87
4,960	7,618	-35	3	0.31	34.27	50	65
17,364	7,780	123	9	1.68	14.36	63	56
1,135	2,242	-49	1	0.51	22.55	73	50
29,088	23,528	24	17	1.31	20.99	93	42
(11,241)	6,371	NM	-7	0.70	66.43	70	54
1,466	(30,419)	NM	1	0.65	57.31	100	43
13,013	6,985	86	8	2.12	6.49	8	96
(25,825)	19,371	NM	-18	(0.61)	-8.40	100	47
6,561	5,353	23	5	0.65	24.81	44	84
(1,050)	5,185	NM	-1	(0.11)	-88.64	75	66
18,158	17,558	3	15	1.76	20.45	100	55
(22,724)	(1,480)	NM	-20	(3.31)	-6.23	5	97
7,820	6,617	18	7	1.28	23.34	37	89
11,907	(12,291)	NM	11	0.78	32.53	100	59
9,315	6,057	54	9	1.28	17.77	96	61
14,053	11,180	26	13	1.53	23.53	52	85
6,066	4,755	28	6	6.07	8.57	18	95
12,173	9,025	35	12	0.96	27.86	80	72
10,209	12,625	-19	11	0.69	32.07	90	71
7,730	6,261	23	9	0.18	82.64	100	68
417	6,677	-94	1	0.06	562.50	95	76
2,468	5,088	-51	3	0.30	55.00	100	75
1,961	1,415	39	3	0.86	7.85	7	98
(2,870)	7,294	NM	-4	(0.26)	-81.73	100	77
(6,097)	491	NM	-14	(0.61)	-7.38	89	90
2,830	2,282	24	7	5.65	15.04	66	93

first-run syndicated strips for late night, Embassy is selling 100 half-hours of *Tales of the Unexpected*, a mystery series modeled loosely on *Twilight Zone* and *Alfred Hitchcock Presents*. Each episode features a guest star, is written by a recognized mystery writer and is "self-contained" (leading into no other episode). The show may be stripped or used in other scheduling arrangements and is produced by Anglia Television Ltd. *Tales* is being sold on a cash basis, "basically for six runs," according to Barry Thurston, Embassy vice president of domestic syndication. Forty episodes, handled by J. Walter Thompson, originally appeared in 1979.

Thurston says late-night fringe can be a problematic market, and he hesitates to call program development for the time period a "trend." A particular problem, he says, exists because viewers are tired after a hard day's work and "make up their minds faster" and therefore change channels faster.

Richard C. Coveny, president of Blair Entertainment, which looked at late-night fringe programing at the recent MIP-TV convention in Cannes, said late night for first-run distributors has its own special problems. "There's not much time open," he said, adding that HUT levels are also lower. On top of that, Coveny says the late-night market is jammed with off-network series, making large production costs prohibitive. Better opportunities for first-run productions, he believes, exist in daytime and early fringe time periods. "It's a scary venture."

"This is an area where a lot of people have been sniffing around," Shapiro says. "Some are willing... but some just talk big." Many are willing to run a *Mary Hartman*, he says, but few are willing to risk the money.

If few may be willing to risk money on first-run projects for the time period, overall interest in programing for the period cannot be doubted. In fact, some affiliates are pre-empting their own networks' programing for "greener pastures" in late-night fringe.

According to one program representative looking at information from the Arbitron ratings for February, in the top 75 markets, 21 CBS affiliates pre-empted or delayed the network's programing in Eastern and Pacific zones; 12 ABC affiliates similarly pre-empted or delayed in those zones. In central and mountain time zones, 22 CBS affiliates did not follow network suit, and the same number did not follow with ABC.

CBS will not accept anything more than a half-hour delay, according to Scott Michaels, vice president of affiliate relations at CBS. "In the past year, more delay requests have come in than in the past," he said. Michaels said he did not think delay requests would escalate, because late night programing through a network is "the best deal you can get from a network."

Because NBC forbids taped delay of the *Tonight* show, three NBC affiliates who might otherwise delay the broadcast, pre-empt it all together.

At WMAR-TV Baltimore, Arnold J. Kleiner, vice president and general manager, said his station made the move on May 30, 1983. "I'm sorry it didn't work out... we want to be a good affiliate," he said. "NBC has been extremely understanding." WMAR made the switch to *Benson* because its news lead-in was being beaten by its competitors, principally in share. Kleiner said his news share has picked up since the switch was made, but as of the February Nielsen local sweeps, only by five share points. In the time period, WMAR-TV was competing against *M*A*S*H* and *Entertainment Tonight* on the competing network affiliates.

At WSMV(TV) Nashville, which also pre-empted the *Tonight Show*, president and general manager, David Kettenring, attributed his station's move to the overall programing orientation of his station. "What you do depends on your situation." WSMV's "biggest commitment is to news and local programing." But he also said the *Tonight Show* had "eroded over the years to the point where [WSMV] was making little to no money." A delay request to NBC was denied and the station now runs *Three's Company* and *Barney Miller* following its last newscast.

The third NBC affiliate that pre-empts *Tonight* is WTMJ-TV Milwaukee.

While just what will win, or even survive, in this so-called new television market remains to be seen, whether it is an opportunity for producers, distributors and stations alike is hardly in doubt.

"You're going to see a lot of efforts" in the late-night fringe area, says MMT's Shapiro. "A lot of people are saying, 'That's where we are going' [in first-run production]." ☐

CBS wins in first week of post-season play

In the first week following the regular prime time season, CBS took an unfamiliar place behind both of its competitors.

Based on Neilsen's national ratings index (NTI), NBC won the week with a 14.2 rating and a 24 share. ABC had a 13/22 and CBS had a 12.8/22.

NBC had four of the top five shows, with its first 90 minutes of its Thursday lineup—***The Cosby Show*, *Family Ties*, *Cheers***—finishing in first, second and fourth among the 71 shows.

In nightly wins, CBS took Monday on the strength of fifth place ***Kate and Allie*** (18.7/28) and eighth place ***Newhart*** (18/28). NBC won Tuesday, with ***A Team*** (19.9/32), which finished third, and Thursday.

ABC won on Wednesday, despite the fact that its schedule did not include ***Dynasty***. That night, all three networks were knocked off course by a presidential address. ABC won Friday and Saturday, as well.

The ***CBS Special Movie Presentation-Arthur the King***, replacing the entire CBS Friday schedule, finished 60th with a 9.5/17.

In its third week on the schedule, ABC's ***Hail to the Chief*** on Tuesday at 8 p.m. continued to slide from its premiere high of 22/32. It finished with a 26th place 14.8/23. Also in its third week, CBS's ***Double Dare***, on Wednesday, which usually airs at 8 p.m. but was delayed this week because of the President's speech, did a 12/19.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	24.6/40
2.	Family Ties	NBC	21.4/34
3.	A Team	NBC	19.9/32
4.	Cheers	NBC	19.9/38
5.	Kate & Allie	CBS	18.7/28
6.	Crazy Like a Fox	CBS	18.3/29
7.	60 Minutes	CBS	18.1/36
8.	Newhart	CBS	18.0/28
9.	Miami Vice	NBC	17.6/32
10.	Murder, She Wrote	CBS	17.0/29
11.	Who's The Boss?	ABC	16.9/26
12.	Facts of Life	NBC	16.5/26
13.	Simon & Simon	CBS	16.7/26
14.	Riptide	NBC	16.6/26
15.	Trapper John, M.D.	CBS	16.4/28
16.	Night Court	NBC	16.4/26
17.	Mr. Belvedere	ABC	16.1/28
18.	Webster	ABC	16.0/29
19.	Benson	ABC	16.0/28
20.	20/20	ABC	16.0/28
21.	Scarecrow & Mrs. King	CBS	16.0/25
22.	Hotel	ABC	15.7/28
23.	Finder of Lost Loves	ABC	15.3/29
24.	Cagney & Lacey	CBS	15.2/26
25.	20/20, Wed.	ABC	15.0/30
26.	Johnny Carson Special	NBC	14.8/23
27.	Hail to the Chief	ABC	14.8/23
28.	TV Bloopers & Prac. Jokes	NBC	14.7/23
29.	Love Boat	ABC	14.6/26
30.	Scene of the Crime	NBC	14.5/24
31.	Highway to Heaven	NBC	14.5/23
32.	Off the Rack	ABC	14.2/25
33.	Hill Street Blues	NBC	13.8/21
34.	Fall Guy	ABC	13.7/21
35.	Hardcastle & McCormick	ABC	13.7/21
36.	Gimme a Break	NBC	13.6/25
37.	Remington Steele	NBC	13.5/24
38.	MacGruder & Loud	ABC	13.5/24
39.	TV Academy Hall of Fame	NBC	13.4/22
40.	Sara	NBC	13.4/22
41.	Brothers in Law/Braker	ABC	13.4/22
42.	St. Elsewhere	NBC	12.9/26
43.	Code Name: Foxfire	NBC	12.9/22
44.	Knight Rider	NBC	12.8/22
45.	Magnum, P.I.	CBS	12.8/21
46.	Three's a Crowd	ABC	12.8/21
47.	T.J. Hooker	ABC	12.3/23
48.	Foul-ups, Bleeps and Blunders	ABC	12.2/19
49.	Cover-Up	CBS	12.1/23
50.	Double Dare	CBS	12.0/19
51.	Hunter	NBC	11.9/22
52.	Marathon Man	ABC	11.4/19
53.	Diff'rent Strokes	NBC	11.3/22
54.	Games Mom Never Taught	CBS	11.1/18
55.	The Best Times	NBC	10.6/19
56.	Airwolf	CBS	10.3/19
57.	Me and Mom	ABC	10.2/19
58.	Honor, Duty—Vietnam	CBS	9.9/17
59.	Scarecrow & Mrs. King	CBS	9.7/16
60.	Arthur the King	CBS	9.5/17
61.	Jeffersons	CBS	9.5/15
62.	Punky Brewster	NBC	9.2/17
63.	Lucie Arnaz Show	CBS	9.2/15
64.	Wildside	ABC	9.0/15
65.	Ripley's Believe It or Not	ABC	8.7/17
66.	Charles in Charge	CBS	8.1/16
67.	Silver Spoons	NBC	7.9/16
68.	E/R	CBS	7.8/14
69.	Vietnam: 10 Years Later	NBC	7.7/15
70.	Eye to Eye	ABC	7.7/12
71.	Analysis—Reagan Speech	CBS	5.7/11

*indicates premiere episode

to make changes in ant. sys. App. April 29.

■ KZZZ (92.7 mhz) Kingman, Ariz.—Seeks CP to change freq. to 94.7 mhz; change TL; change ERP to 25.226 kw, and change HAAT [illegible]0.48 ft. App. April 24.

■ KERG (100.1 mhz) Garberville, Calif.—Seeks CP to change ERP to 51 kw and change HAAT to 2,517 ft. App. April 29.

■ WQPD (94.3 mhz) Lake City, Fla.—Seeks mod. of lic. to install new transmission sys. App. April 26.

■ WXLC (102.3 mhz) Waukegan, Ill.—Seeks mod. of lic. to install new aux. transmission line. App. April 26.

■ WZZY (98.3 mhz) Winchester, Ind.—Seeks mod. of lic. to change SL. App. April 23.

■ KROK (92.1 mhz) De Ridder, La.—Seeks mod. of CP to change SL to transmitter site. App. April 23.

■ KJAE (95.3 mhz) Leesville, La.—Seeks CP to make changes in ant. sys. and change HAAT to 328 ft. App. April 29.

■ KBYZ (96.5 mhz) Bismarck, N.D.—Seeks mod. of CP to change SL to 4303 W. Memorial Highway, Mandan, N.D. App. April 23.

■ KSDW (100.9 mhz) Sulpher, Okla.—Seeks mod. of lic. to move SL outside of community of lic. App. April 24.

■ WZGO (106.1 mhz) Philadelphia—Seeks mod. of lic. to install new ant. sys. App. April 23.

TV's

Accepted

■ WWAT (ch. 53) Chillicothe, Ohio—Seeks MP to change ERP to vis. 615 kw, aur. 61.5 kw; change ant., and change TL. App. April 23.

■ KXTL (ch. 40) Sacramento, Calif.—Seeks CP to change HAAT to 2,010 ft. App. April 25.

■ WKRG-TV (ch. 5) Mobile, Ala.—Seeks CP to install nontype-accepted aural transmitter exciter at licensed facility. App. April 24.

Actions

AM's

■ WCNN (680 khz) North Atlanta, Ga.—Granted app. to make changes in ant. sys. and change TL. Action April 23.

■ WJJN (1180 khz) Newburgh, Ind.—Granted app. to increase power to 1 kw. Action April 22.

■ WNDZ (750 khz) Portage, Ind.—Granted app. to change TL. Action April 23.

■ WQMR (1160 khz) Skowhegan, Me.—Granted app. to add night service with 1 kw; change freq. from 1150 khz to 1160 khz, and make changes in ant. sys. Action April 16.

■ WBGR (860 khz) Baltimore—Granted app. to make changes in ant. sys. Action April 23.

■ WBZE (1030 khz) Indian Head, Md.—Granted app. to make changes in ant. sys. Action April 23.

■ KJEL (1080 khz) Lebanon, Mo.—Granted app. to change freq. to 750 khz. Action April 23.

■ KTEK (1110 khz) Alvin, Tex.—Granted app. to increase power to 2.5 kw and make changes in ant. sys. Action April 16.

■ KWYZ (1230 khz) Everett, Wash.—Granted app. for aux. ant. authority at present TL. Action April 17.

■ KOJO (1210 khz) Laramie, Wyo.—Granted app. to change TL and reduce power to 10 kw, non-DA daytime. Action April 18.

FM's

■ KMLE (107.9 mhz) Chandler, Ariz.—Granted app. to change HAAT to 1,001 ft. Action April 23.

■ WZZY (98.3 mhz) Winchester, Ind.—Granted app. to change SL. Action April 24.

■ KFTS (101.7 mhz) Fort Scott, Kan.—Granted app. to charge HAAT to 328 ft. Action April 18.

■ *WINC (90.5 mhz) Worcester, Mass.—Granted app. to correct coordinates. Action April 24.

■ KLKS (95.3 mhz) Breezy Point, Minn.—Granted app. to change HAAT to 328 ft. Action April 23.

■ WHAY (105.5 mhz) Aberdeen, Miss.—Granted app. to change TL and change HAAT to 300 ft. Action April 18.

■ KRSN-FM (98.5 mhz) Los Alamos, N.M.—Granted app. to change TL; change ERP to 94.421 kw; change HAAT to 1,781 ft., and make changes in ant. sys. Action April 23.

■ WPLJ (95.5 mhz) New York—Granted app. to change ERP to 6.9 kw and change HAAT to 1,335 ft. Action April 18.

■ WYYY (94.5 mhz) Syracuse, N.Y.—Granted app. to install new transmission sys. Action April 24.

■ WDVE (102.5 mhz) Pittsburgh—Granted app. to change SL to 200 Fleet St., Pittsburgh. Action April 15.

■ WREI (98.3 mhz) Quebradillas, P.R.—Granted app. to change TL and change HAAT to 1,099 ft. Action April 24.

■ KKBH (93.3 mhz) Port Lavaca, Tex.—Dismissed app. to change ERP to 100 kw and change TL. Action April 11.

■ KPCB (102.3 mhz) Rockport, Tex.—Granted app. to change TL; change HAAT to 328 ft., and move SL outside community of lic. Action April 18.

■ *WJYJ (90.5 mhz) Fredericksburg, Va.—Dismissed app. to change ERP to 50 kw and change HAAT to 538 ft. Action April 17.

■ WJJR (98.1 mhz) Rutland, Vt.—Granted app. to install new transmission sys. Action April 24.

TV's

■ WDBB (ch. 17) Tuscaloosa, Ala.—Granted app. to change ERP to vis. 3,680 kw, aur. 368 kw; change HAAT to 2,215 ft., and change TL. Action April 22.

■ KUTP (ch. 45) Phoenix—Granted app. to change ERP to vis. 3,020 kw, aur. 302 kw; change HAAT to 1,792 ft., and change ant. Action April 19.

■ WJXT (ch. 4) Jacksonville, Fla.—Granted app. to change transmitter coordinates. Action April 18.

■ WTLV (ch. 12) Jacksonville, Fla.—Granted app. to change coordinates. Action April 18.

■ KUTF (ch. 32) Salem, Ore.—Granted app. to change HAAT to 842 ft.; change ant., and change TL. Action April 18.

■ WTGS (ch. 28) Hardeeville, S.C.—Granted app. to move main studio location outside community of lic. Action April 22.

■ WJWT (ch. 16) Jackson, Tenn.—Granted app. to change HAAT to 572 ft. Action April 18.

■ KSUZ-TV (ch. 15) Abilene, Tex.—Granted app. to change ERP to vis. 2,858 kw, aur. aur. 285.8 kw; change HAAT to 1,417 ft.; change ant., and change TL. Action April 18.

■ KRWY (ch. 11) Rawlings, Wyo.—Granted app. to change HAAT to 230 ft. and change ant. characteristics. Action April 19.

Summary of broadcasting
as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,778	170	4,948
Commercial FM	3,757	418	4,175
Educational FM	1,185	173	1,358
Total Radio	9,720	761	10,481
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	370	222	592
Educational VHF TV	115	3	118
Educational UHF TV	182	25	207
Total TV	1,206	273	1,479
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	*Sought by*
	New FM's
KFXZ	Maurice Broadcasting, Maurice, La.
*KJVS	Charity Educational Broadcasting Foundation, Baker, Ore.
*KOSJ	Temple Educational Broadcasting Foundation, Pendleton, Ore.
*KDTD	Caprock Educational Broadcasting Foundation, Plainview, Tex.
	Existing AM's
WSOL	WBOZ Gauthier and Rodriquez Radio Associates, San German, P.R.
WQSF	WMBG Richmond Radio Limited Partnership, Williamsburg, Va.
	Existing FM
WQSF-FM	WQKS Richmond Radio Limited Partnership, Williamsburg, Va.

Grants

Call	*Assigned to*
	New AM
KIDI	Valley Broadcasting Co., Gooding, Idaho
	New FM's
KKAC	King Country Broadcasters, Soldotna, Alaska
KAWA	Hualapai Broadcasters Inc., Kingman, Ariz.
WJDJ	Lenn R. Pruitt, Burnside, Ky.
KBJJ	Garamella Broadcasting Co., Marshall, Minn.
WMRL	MRLJ Enterprises, Rotterdam, N.Y.
WJBS	Juniata Broadcasting Co., Mifflintown, Pa.
KREH	Randy E. Henry, Sisseton, S.D.
	New TV's
KJML	Josie Moore, Hilo, Hawaii
*KETE	Educational Television of the Southwest Inc., Fort Worth
KABB	Alamo Broadcasting Corp., San Antonio, Tex.
WVGI	American Paradise Television Ltd., Charlotte Amalie, V.I.
	Existing AM's
WRRF	WITN Tar Heel Broadcasting System Inc., Washington, N.C.
WQKZ	WJDS Bolivar Broadcasting Service Inc., Bolivar, Tenn.
KRNN	KLLS KSDR Inc., Terrell Hills, Tex.
KZZU	KLHT Highsmith Broadcasting Co., Spokane, Wash.
	Existing FM's
WBRF	WBOB-FM Blue Ridge Radio Inc., Galax, Va.
WQKZ-FM	WQKZ Bolivar Broadcasting Service Inc., Bolivar, Tenn.
KZZU-FM	KZZU Highsmith Broadcasting Co., Spokane, Wash.
	Existing TV
KORC	KMTB Mount Baker Broadcasting Co., Anacortes, Wash.

C1750-1A

The Fifth Estate

Broadcasting May 13

Announcing America's newest radio company (and we're already number one!)*

UNITED STATIONS

RADIO NETWORKS

TARGETING RADIO TO AMERICA

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DALLAS
LOS ANGELES
LONDON

*RADAR 30, VOLUME 2, RKO ONE: #1 ADULTS 18–34, 18–49, 25–49, 25–54 MON.–SUN., 6 AM–MIDNIGHT

54th Year 1985

Aftermath:

20814SRI AQ6681 SIA JUN/85
SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 108 No. 19

Broadcasting May 13

Skyrocketing values for TV stations
Murdoch, Davis and Metromedia make a deal
Fall prime time schedules in place

GOING UP ☐ The already robust values of television stations seem to be going through the roof based on the latest buyout trends. **PAGE 35.**

BILLION-DOLLAR SALE ☐ Rupert Murdoch and Marvin Davis purchase Metromedia for $2 billion and announce intention to sell WCVB-TV Boston to Hearst Corp. for $450 million. **PAGE 36.**

CRT RESIGNATION ☐ Copyright Royalty Tribunal Chairman Marianne Hall resigns amid controversy over her role in book termed by many to be racist. **PAGE 39.**

SET FOR FALL ☐ CBS logs in as final network to announce fall prime time schedule. **PAGE 40.**

COUNTING VOTES ☐ Storer shareholders cast ballots for control of company. Present management believes it has the votes it needs to maintain control. **PAGE 47.**

CHICAGO BOUND ☐ Broadcast Financial Management Association opens 25th annual convention. **PAGE 50.**

VOTE OF CONFIDENCE ☐ Roper polls confirm television's status as most credible news source. **PAGE 58.**

ABC PARTY ☐ ABC pulls out all the stops for affiliates convention in New York, where Pierce, Thomopoulos, Goldenson and Mandala address the group. **PAGE 64.**

UPBEAT MOOD ☐ Although daytime is a source of concern, changes at news division and second-place prime time finish have NBC affiliates in a good mood. **PAGE 70.**

SCHEDULE OVERHAUL ☐ ABC announces fall schedule with replacements for one-third of old lineup. **PAGE 72.**

ROAD AHEAD ☐ Funding and underwriting top agenda of meetings of CPB, PBS and NAPTS, set for this week in San Francisco. **PAGE 78.**

GIRDING FOR BATTLE ☐ U.S. officials prepare for upcoming Space WARC meeting where haves and have-nots are expected to battle over *a priori* plans. **PAGE 82.**

NEW IN TOWN ☐ Presion Padden named INTV president. **PAGE 100.**

FOUND A HOME ☐ PBS settles on suburban Washington site (Alexandria, Va.) for new home. **PAGE 101.**

GOING DOWN ☐ Sluggish April in radio spot sales after double-digit gain in first quarter. Network business also leveling off. **PAGE 103.**

CREATIVE APPROACH ☐ AAAA convention to emphasize creativity. **PAGE 104.**

SOLD! ☐ As senior VP of sales, Bob Blackmore is engrossed in the business of selling others on NBC. **PAGE 127.**

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undersecretary of commerce for international trade. Mayflower hotel, Washington. Information: (202) 955-4687.

■ **May 29**—*National Association of Broadcasters* regional summer small market TV workshop. Sheraton Park Central hotel, Dallas. Information: (202) 429-5362.

■ **May 30**—*National Association of Broadcasters* membership committee meeting. NAB headquarters, Washington.

■ **May 30**—*Northern California Broadcasters Association* meeting. Speaker: Shaun Sheehan, senior vice president, National Association of Broadcasters, on status of effort to ban beer/wine commercials. Trader Vic's, San Francisco.

May 30-June 1—*National Cable Forum*, preview of upcoming made-for-cable programing, during annual consumer press tours. Arizona Biltmore, Phoenix. Information: (213) 278-3940.

May 30-June 1—International Visual Communication Conference, sponsored by *University of Pennsylvania's Annenberg School of Communications*. Hilton hotel, Philadelphia. Information: (215) 898-7037.

May 30-June 1—*Television Bureau of Advertising* sales staff meeting. Rye Town Hilton, Rye, N.Y.

May 31-June 2—"Chemophobia and the News," journalism conference co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Indian Lakes Conference Center, Chicago. Information: (213) 851-7372.

June

June 1—Second annual Broadcasting-Taishoff seminar, "designed to identify and inspire future leaders of television news," sponsored by *Sigma Delta Chi Foundation*, with grant from *Broadcasting-Taishoff Foundation*, honoring memory of Sol Taishoff, late founder-editor of Broadcasting. WBBM-TV, Chicago. Information: (312) 649-0224.

June 1-2—*American Film Institute* workshop, "Writing is Rewriting," on structural, creative and commercial aspects of screenwriting. Chicago Filmmakers, 6 West Hubbard Street, Chicago.

June 2-4—*CBS-TV* promotion executives conference. Vista International, New York.

June 2-5—*National Cable Television Association* annual convention, including National Cable Programing Conference. Las Vegas Convention Center, Las Vegas.

June 2-5—*JCPenney-University of Missouri* television workshop. School of journalism, UM, Columbia, Mo. Information: (314) 882-7771.

June 2-5—*ABC-TV* promotion executives conference. Hamilton, Itasca, Ill.

June 2-5—*PBS* annual press tour. Arizona Biltmore, Phoenix.

June 2-8—Sixth Banff Television Festival, annual international event recognizing "excellence in TV films and programs." Banff Springs hotel, Alberta. Information: (403) 762-3060.

■ **June 4**—*National Association of Broadcasters* metro market committee meeting. NAB headquarters, Washington.

■ **June 4**—*American Women in Radio and Television, New York City chapter*, annual Pinnacle awards luncheon. Rainbow Room, New York.

June 4-6—*NBC-TV* promotion executives conference. Hyatt Regency, Chicago.

June 4-7—Satellite communications, course offered by *Continuing Education Institute*, nonprofit organization providing professional development in engineering and applied science. Amfac hotel, Los Angeles.

June 5-9—*CBS* annual press tour. Arizona Biltmore, Phoenix.

■ **June 6**—"Blueprint for Success," TV broadcast acquisition seminar sponsored by *National Association of Broadcasters*. Westin hotel, Chicago. Information: (202) 429-5362.

■ **June 6-7**—*National Federation of Local Cable Programers*, mid-Atlantic region, regional conference, "Making Access Work for Us." Co-sponsors: Cable Users Association of New Jersey and Newark Mediaworks. Mercer Community College, Trenton, N.J.

June 6-8—*Iowa Broadcasters Association* annual convention. Cedar Rapids, Iowa.

June 6-9—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago.

June 6-12—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

June 7-9—*National Association of Farm Broadcasters* Southeast regional meeting. Grove Park Inn and Country Club, Asheville, N.C.

June 8-11—*American Advertising Federation* national convention. J.W. Marriott, Washington.

June 9-11—*Microwave Communications Association* annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

June 9-12—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge on Table Rock Lake, Branson, Mo.

June 10—Presentation of Monitor Awards of *Videotape Production Association*. Lincoln Center, New York State Theater, New York.

June 10—"1985 Wingding," sponsored by *Southern California Broadcasters Association*, featuring competition among broadcast and advertising executives in golf, tennis and racquetball. Sportmen's Lodge, Studio City, Calif. Information: 213-466-4481.

June 10-11—*NBC* annual press tour. Century Plaza, Los Angeles.

June 10-12—Fourth annual *International Radio Festival of New York*, radio program competition. Sheraton Center hotel, New York. Information: (914) 238-4481.

■ **June 11**—"A Practical Guide to the Cable Communications Policy Act of 1984," program sponsored by *Practising Law Institute* and *American Bar Associ-*

Stay Tuned

A professional's guide to the intermedia week (May 13-19)

Network television ☐ **ABC:** *A Death in California* (two-part dramatization), concluding Monday 9-11 p.m.; *Placido Domingo Steppin' Out With the Ladies!* (music special), Tuesday 10-11 p.m.; *Celebrities! Where Are They Now? Fourth Edition* (magazine special), Thursday 9-10 p.m.; *Staff of Life* (comedy special), Friday 9:30-10 p.m.; *Deadly Intentions* (two-part suspense drama), Sunday 8-10 p.m. and next Monday 9-11 p.m. **CBS:** *The 1985 Miss USA Pageant*, Monday 9-11 p.m.; *It's Your 20th Anniversary, Charlie Brown* (animated/live action retrospective), Tuesday 8-9 p.m.; *The Lady From Yesterday* (drama), Tuesday 9-11 p.m.; *Blade in Hong Kong* (action adventure), Wednesday 9-11 p.m.; *Christopher Columbus* (two-part mini-series), Sunday and next Monday, 8-11 p.m. **NBC:** *Jackie Gleason Presents the Honeymooners Reunion* (vintage kinescopes), Monday 8-9 p.m.; *Peyton Place: The Next Generation* (drama), Monday 9-11 p.m.; *Father Serra and the American West* (religious documentary), Sunday 1-2 p.m.; *Motown Returns to the Apollo* (variety special), Sunday 8-11 p.m. (check local times). **PBS** (check local times): *Herman Melville, Damned in Paradise* (documentary), Wednesday 9-10:30 p.m.; *Bernstein Conducts "West Side Story"* (documentary), Friday 9-10:30 p.m.

The Lady From Yesterday on CBS

Network radio ☐ **NBC Radio Network:** *Newsline Extra: "The Hunt for the Angel of Death"* (five 90-second reports), Monday-Friday (check local times).

Cable ☐ **Arts & Entertainment:** *Escape** (three-part re-creation series), Wednesday 8-9 p.m.; "Alexander Nevsky" (Russian historical film), Saturday 8-10:30 p.m.; *Einstein* (documentary), Saturday 10:30 p.m.-midnight; *Wynton Marsalis: Catching a Snake* (music special), Sunday 9-10 p.m. **Cinemax:** *Eros International** (six-part series), Monday 10-10:30 p.m.; "Where the Boys Are '84" (comedy), Saturday 8-9:30 p.m. **Lifetime:** *Your Mental Health: Update '85* (informathon), Monday 9-11 p.m. **The Nashville Network:** *Winners' Circle* (interviews), Sunday 6:30-7:30 p.m. **Showtime:** *Huey Lewis and the News: The Heart of Rock and Roll* (music special), Saturday 8-9 p.m.; "Footloose" (music/dance film), Sunday 8-9:45 p.m.

Museum of Broadcasting (1 East 53d Street, New York) ☐ *Milton Berle: Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, now through July 11.

Errata

Don Golden, from All American Television, Los Angeles, joins **Fries Distribution Co.** there as regional sales manager. Robert Lloyd, executive VP of Fries, was incorrectly named in "Fates & Fortunes" April 8 as being named to that post.

☐

NBC won first week of post-season ratings. Headline on weekly television ratings box in May 6 issue was incorrect.

☐

Mary Alice Williams, winner of Matrix broadcasting award from New York chapter of Women in Communications (BROADCASTING, May 6), is VP and anchor, New York bureau, for **CNN**.

Second post-season win for NBC

For the second time in the two weeks following the regular prime time season, NBC won a ratings victory with an overall 14.6 average rating and a 25 average share. Based on Nielsen's national television index (NTI) for the week ending May 5, CBS finished second with a 13.8/24 while ABC came in third with a 12.6/21.

NBC had three of the top five programs and five of the top 10. CBS had the other half of the 10. The week's highest rated night was Thursday on NBC, featuring *The Cosby Show* (25.5/43) and a repeat episode of *Family Ties* (21.9/36), the week's first and second rated shows, respectively, appearing in the 8-9 p.m. block.

ABC's highest ranked program of the week came on Tuesday, 9-9:30, with *Who's the Boss* (15.9/26); it finished 18th.

In its third week on NBC, at 8 p.m. on Friday, *Best Times* did a 9.5/18, finishing 58th.

Totaling nightly wins, CBS took three (Monday, Friday, Sunday), ABC two (Tuesday, Saturday) and NBC two (Wednesday, Thursday). The highest rated special was the *NBC Sunday Night Movie* with *Alfred Hitchcock Presents*(18/28), which finished seventh for the week. ABC's *Sunday Night Movie, Lace II*, part one, did a 15.3/24, finishing 23d on the schedule. The week included seven specials and 28 repeats.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	25.5/43
2.	Family Ties	NBC	21.9/36
3.	Dallas	CBS	21.4/36
4.	Cheers	NBC	19.7/32
5.	Newhart	CBS	18.4/28
6.	Falcon Crest	CBS	18.3/32
7.	Hitchcock Presents	NBC	18.0/28
8.	60 Minutes	CBS	17.9/34
9.	Knot's Landing	CBS	17.8/30
10.	A Team	NBC	17.6/31
11.	Murder, She Wrote	CBS	17.6/29
12.	Night Court	NBC	17.6/28
13.	Highway to Heaven	NBC	17.0/28
14.	Facts of Life	NBC	16.8/26
15.	Missing: Have You Seen?	NBC	16.5/27
16.	Kate & Allie	CBS	16.3/26
17.	Sara	NBC	16.3/26
18.	Who's The Boss?	ABC	15.9/26
19.	Trapper John, M.D.	CBS	15.7/26
20.	Love Boat	ABC	15.5/28
21.	Scarecrow & Mrs. King	CBS	15.4/26
22.	Miss Hollywood 1985	ABC	15.4/25
23.	Lace II, part 1	ABC	15.3/24
24.	Miami Vice	NBC	15.2/26
25.	Simon & Simon	CBS	15.2/25
26.	Riptide	NBC	15.2/25
27.	Cagney & Lacey	CBS	15.0/24
28.	Adam	NBC	14.9/24
29.	Crazy Like a Fox	CBS	14.6/22
30.	MacGruder & Loud	ABC	14.3/25
31.	20/20	ABC	14.3/24
32.	Life's Embarrassing Moments	ABC	14.2/23
33.	Hill Street Blues	NBC	14.0/24
34.	St. Elsewhere	NBC	13.9/23
35.	Three's a Crowd	ABC	13.8/24
36.	Hail to the Chief	ABC	13.7/22
37.	Joanna	ABC	13.0/24
38.	Airwolf	CBS	12.7/23
39.	Remington Steele	NBC	12.6/22
40.	Loving Couples	CBS	12.4/21
41.	Apocalypse Now	ABC	12.4/20
42.	Polar Bear	CBS	12.0/23
43.	Gimme a Break	NBC	12.0/21
44.	Knight Rider	NBC	11.8/19
45.	Hunter	NBC	11.6/21
46.	Anything for a Laugh	ABC	11.6/19
47.	T.J. Hooker	ABC	11.6/23
48.	Double Trouble	NBC	11.6/22
49.	Magnum, P.I.	CBS	11.4/19
50.	Diff'rent Strokes	NBC	10.7/23
51.	Benson	ABC	10.7/20
52.	Ray Mancini Story	CBS	10.6/17
53.	Mike Hammer	CBS	10.5/19
54.	Webster	ABC	10.4/21
55.	Under One Roof	NBC	10.4/18
56.	Half-Nelson	NBC	10.4/18
57.	Double Dare	CBS	9.6/16
58.	The Best Times	NBC	9.5/18
59.	Dr. No	ABC	9.5/16
60.	Punky Brewster	NBC	9.0/16
61.	Ripley's Believe It or Not	ABC	8.5/16
62.	Cover-Up	CBS	8.3/17
63.	Eye to Eye	ABC	8.3/13
64.	Street Hawk	ABC	7.9/13
65.	Silver Spoons	NBC	7.8/15
66.	Lucie Arnaz Show	CBS	7.5/14
67.	Jeffersons	CBS	7.1/12

*indicates premiere episode

SATELLITE SPORTS NETWORKS...

When the CALIFORNIA ANGELS developed their own satellite radio network, they chose MODULATION ASSOCIATES for their satellite equipment.

It makes sense. Modulation Associates has specialized in building satellite radio networks since the 1970's.

In fact, since we developed the optimized SCPC technology for special interest radio networks in 1981, most sports networks on WESTAR have chosen Modulation Associates for their satellite transmission.

Most recently IDB Communications specified Modulation Associates satellite hardware for their new nationwide Satellite Sports Interconnect system.

When you switch to satellite — Modulation Associates would like to assist you in building a winning network.

MA

MODULATION ASSOCIATES, 897 Independence Ave., Mountain View, CA 94043
415-962-8000

there are skeptics.... with regards to these network policies." He recognized that while the networks had tried in their testimony "to indicate in some detail, situations that you might conceive of.... perhaps, exceptions—that this is not an intention on your part to try and create a little loophole through which you could subsequently slip policy"—that their commitment was made without "any corporate reservations."

Watson assured Swift that it was. "If these skeptics to which you refer, think that we would seek some loophole to undermine the effect of a uniform poll closing hour, and rekindle the controversy that has consumed so much time and effort over the past four years, I think that just looking at it in terms of our self-interest and our desire to put the issue to rest, that would not happen. The commitment that we have made is without reservation, it does not have any qualifications or constitute a loophole, or an effort to achieve, by some other means what we have said we will not do.... If all states end their elections at the same time, then this issue is moot."

Joyce said that CBS's credibility was "on the line publicly." Said Grossman: "The simple and direct answer to the question is yes. NBC has only one thing at stake here and that is its credibility and its trustworthiness and its integrity. There is no way that we would make such a commitment and then go and violate [that]." □

Dear Miss Manners:

A carload of teens recently made obscene gestures towards me and my family at a traffic light. I was tempted to confront them, but my wife convinced me to let it pass, though it troubled me greatly.

Gentle Reader:

Imagining the recreational possibilities in giving an etiquette lesson in mid-traffic to a carload of obscene teenagers, Miss Manners is inclined to agree with your wife.

Miss Manners®

Timely, witty advice for your news or talk show.

Produced by Post-Newsweek Stations Inc. in association with United Media Productions

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ITU WARC
ORB 85

Space WARC primed to make history

International satellite conference is shaping up to be confrontation between haves and have-nots; view from Washington: proceeding may be "confusing" and "controversial"

Within the next three months, representatives of upwards of 120 countries will begin assembling in Geneva for the start of the most important international conference on telecommunications since the general World Administrative Radio Conference in 1979. Indeed, in terms of space services, the Space WARC, with its potential impact on services such as telephone, data and video, may be the most important in the history of its sponsor, the International Telecommunication Union. "What is at stake for the U.S.," says Dean Burch, the former FCC chairman who will head the U.S. delegation to the first of what will be a two-session conference, "is its continuing ability to maximize the technology in the geostationary orbit." Yet, as the opening of the conference on fixed satellite services approaches, the view from Washington is that it is "horribly confused" and likely to be "very controversial," as one State Department official put it.

The U.S. has been preparing for five years, yet differences remain among the experts and industry representatives drafting the U.S. position. Most other countries have yet to make clear their views. Information on which to analyze the position of countries in terms of specific issues is lacking. "Everyone has something different," said Dean Olmstead, of the State Department's Space WARC office, "not only in details but in terms of conceptual ideas." A year ago, participants at a preliminary conference appeared to narrow views to seven specific planning proposals. But since then, countries have developed a number of variations.

That confusion, however, involves details. A broader picture seems to indicate that, as in a number of past ITU conferences, the Space WARC is shaping up as a confrontation between the haves and have-nots, between developed countries content with the existing system under which their telecommunications needs are being met, and developing countries fearful that the resource involved would be gobbled up before their needs were felt, or the ability to satisfy them had been realized. As a result, developing countries' proposals and comments

Q

Dear Miss Manners:

What is the proper way to convey sympathy if a deceased person is someone you did not particularly care for?

A

Gentle Reader:

Press the relative's hand. Look meaningfully into the eyes-this is done by raising the eyebrows from the nose bridge. Arrange the lips in a weight-of -the-world smile by raising the central part of the closed mouth at the same time as the corners are slightly raised. No one will ever guess.

Miss Manners

Timely, witty advice for your news or talk show.

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TELEVISION PRODUCTIONS

are being monitored for signs of interest in so-called *a priori* plans that would assure all countries a portion of the resource at issue, regardless of when—or even whether—they would need them. And there have been signs in recent weeks that developed countries' fears of such a movement are not baseless.

The arguments the developed countries muster against such plans—that they are wasteful, inefficient and unnecessary—may have the force of logic; the developing countries have something else going for them, if it comes to that: they constitute a majority of the ITU, which operates on the principle of one nation, one vote. What's more, the conference was called for the purpose of providing all countries with a "guarantee" of "equitable access" to the geostationary orbit.

Perhaps with those factors in mind, the U.S. is not following a hard-line approach, insisting on maintaining the present system, under which countries obtain slots and frequencies as needed, coordinating their requirements with others on an ad hoc basis. Rather, sensitive to charges of being insensitive, it is attempting to demonstrate an understanding that some changes in the existing system are required to meet developing countries' demands for "guaranteed" access. Still, the U.S. is leaving no doubt it will not accept an *a priori* plan.

□

The use of the fixed satellite services for telephone and data have attracted the most attention. But increasingly, distributors of television programing are becoming important customers of the fixed satellite services. Television transmissions accounted for some $25 million of Intelsat's $411 million in revenues last year, and Intelsat is forecasting growth in revenues from that source in 1985. Satellites are becoming the favored means of delivering television and cable television signals within the U.S. And in Europe, important changes are under way, as the United Kingdom and other countries abandon historic—and strict—regulatory procedures to facilitate the reception of video signals. Eutelsat, the European regional satellite system, is heavily involved in the transmission of television signals. Indeed, a report by the Global Media Commission of the International Advertising Association describes television as "the undisputed heavyweight champion of advertising" and the key to what it calls "global marketing."

"Television via communications satellites is one of the most revolutionary forces in the world," says Donald Jansky, a telecommunications consultant who is expected to be appointed to the U.S. delegation. "Their signals are spilling out all over the place." He noted that, for less than $2,000, homeowners in the U.S. can purchase terminals to view satellite-delivered signals—and that, at present, some one million such terminals are in operation.

Jansky is one of several prospective members of the U.S. delegation—which is expected to be announced later this month—with a particular interest in television. He is a consultant to CBS, and Jansky Telecommunications, of which he is part owner, is a 12% owner of International Satellite Inc., one of five applicants for a separate international communications satellite system that would compete with Intelsat. Another likely member of the delegation associated with a network is Joseph Flaherty, vice president and general manager, CBS operations and engineering, CBS/Broadcast Group. Jansky and Flaherty have been among those participating in the preparatory work. So has Robert Mazer, a Washington attorney who represents HBO, which, like other companies dependent on satellite-delivery of television signals, sees itself as having a direct stake in the outcome of the conference.

Burch

Mazer, who is also among those mentioned as a likely member of the delegation, cited a number of specific concerns of video distributors regarding the conference. One is that it not develop technical parameters that would prevent video operators from providing a quality signal. Two other concerns involve the prospect of conference decisions requiring an existing system's earth stations to repoint their antennas, an expensive operation: in the event existing systems were required to relocate to accommodate a new satellite, or if an operator were not guaranteed the right to insert a replacement satellite in the orbital slot occupied by a dead bird.

But one of the most crucial concerns of those in developed countries involved with any of the services is the prospect of diminished availability of orbital slots and the frequencies to go with them. For the conference was called in response to the demand of developing countries for "guaranteed" access to the geostationary orbit "on an equitable basis." And the U.S. and other developed countries are nervous about developing countries opting for an *a priori* plan. Such a plan, says Burch, "would make it impossible for us or any nation to take advantage of a technological breakthrough because there would be no orbital slot or frequency to use." Then he said, "We want to continue to utilize these resources as they can best be used for American companies. We don't want that sacrificed." He recognizes the "seductive charm" of such plans to developing countries. But, he says, they offer "illusory benefits—everyone loses if technology goes stagnant."

□

The session that is to begin in Geneva on Aug. 8 and run for five weeks will, among other things, decide the bands and services to be planned and the "principles, technical parameters and criteria for planning," a

Q

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phrase sufficiently vague, developed countries believe, to accommodate an arrangement agreeable to them. The second session, in 1988, will implement the plan that is chosen.

The conference to provide "a guarantee in practice" of "equitable access" for all nations is the product of a resolution adopted by the general WARC in 1979 (BROADCASTING, Dec. 10, 1979). And the developing countries' insistence on such a conference stems, in part at least, from the problems of India and Indonesia in coordinating with Intelsat (and with the Soviet Union, in the case of Indonesia) the domestic satellites they planned to launch. India is said to continue to complain it can make less than full use of its satellite because of the problems in coordinating with Intelsat. "India and Indonesia found that in dealing with Intelsat on a one-by-one basis, they lose," State's Olmstead said. As a result, he added, "they want their own slots."

The continuing confusion over how countries will attempt to reach the conference's goals—Jansky, a veteran of a number of ITU conferences, has described the upcoming one as beyond analysis—"a never, never land," filled with "a lot of abstract ideas"—has left Burch with no choice, he says, but to plan for the worst—a conference that would be "political, controversial and difficult"—and to hope for the best. Part of the problem has been the tardiness of countries in submitting their proposals to the ITU in Geneva. The deadline was December, but the U.S., which filed its proposals in March, was among the first. And countries perusing the U.S. offering found generalized statements that are to be superseded in the weeks ahead.

But there are straws in the wind regarding the feelings of countries around the world, and they are blowing in a direction disturbing to the U.S. For instance, Algeria stunned representatives of developed countries at a seminar in Nairobi two weeks ago with the presentation of a paper calling for a rigid *a priori* plan. (U.S. officials indicated they had been led to believe Algeria would not take a hard-nosed approach to the planning issue at the seminar.) The proposal would apply to three fixed satellite bands—6/4 ghz, ⅞ ghz (used by governments worldwide) and 11/12-14 ghz—and reserve a total of 1,000 mhz in those bands for each slot. Each country would be assigned at least one slot: Those seeking additional slots would seek them in accordance with present procedures. The plan, as one State Department official put it, "is quite unattractive to the U.S."

The 80 operational communications satellites in geostationary orbit*

	6/4 ghz	14/11-12 ghz	Hybrid
North, South America (30^0W-180^0W)	16	11	5
Europe, Africa, Mideast (30^0W-66^0E)	17	3	4
Asia, Far East (67^0W-180^0E)	22	1	1
Subtotal	55	15	10

* Figures are as of year-end 1984 and are derived from the IFRB's Master Satellite Register and other sources.

As disturbing to the U.S. and other developed countries as the presentation of the paper by Algeria's N. Bouhired was the general attitude of those attending the seminar, the second of three sponsored by the ITU as a means of briefing member countries' representatives on the conference. Most of the representatives of the African and Middle Eastern countries were said by a State Department official present to be "leaning toward *a priori* planning," though without regard to "any rational consideration."

Algeria was not the first country to surface an *a priori* approach. A U.S. neighbor in the western hemisphere, Colombia, has endorsed the concept. And at a conference preparatory meeting of western hemisphere countries in Buenos Aires, in March, it blocked a U.S. effort to develop a consensus document on planning principles that would have been consistent—or at least not inconsistent—with the position the U.S. will take in Geneva. It would have translated into an endorsement of the existing allocations system. The U.S. failure to win western hemisphere endorsement of the document is not a happy augury for the Space WARC.

Even Canada has been a cause of some concern to the U.S. on the planning issue. It has drafted—but has not yet proposed—what its officials describe as "a flexible *a priori* plan," that they say is designed to accommodate both the goals of developing countries and the requirements of countries like the U.S. and Canada which already operate a number of fixed satellite service systems. The orbital slot, frequency and service

The 162 communications satellites under coordination and/or advanced publication*

	6/4 ghz		14/11-12 ghz		Hybrid		Total	
	Ad. Pub.	Coord.	Ad. Pub.	Coord.	Ad. Pub.	Coord.	Ad. Pub.	Coord.
North, South America (30^0W-180^0W)	17	9	22	4	17	2	56	15
Europe, Africa, Mideast (30^0W-66^0E)	14	6	15	9	19	9	48	24
Asia, Far East (67^0W-180^0E)	4	7	0	1	2	5	6	13
Subtotal	35	22	37	14	30	16	110	52

* Includes many satellites in the geostationary orbit chart. Figures are as of yearend 1984 and reflect satellites listed in advanced publication circulars or presently undergoing coordination as reflected by notations in the IFRB's Master Satellite Register.

area would be assigned in advance, but the power, modulation and type of antenna to be used would be determined through coordination among countries with neighboring satellites. The draft proposal does not satisfy Washington. "The U.S. feels the facade [of an *a priori*] plan will remain," said one official who has discussed the idea with the Canadians. He makes it clear the U.S. hopes Canada shelves it—a view the State Department has impressed on the Canadians.

The U.S. sees the problem not in terms of a spectrum shortage that can only be solved by rationing but as one that can be solved technologically. "We're exhibit A" in that regard, Burch says. He notes the FCC decision providing for reducing spacing between satellites from three degrees in Ku-band and four degrees in C-band to two degrees.

Difficult and controversial as are the issues that are visible, Burch expressed the hope the conference focuses on them—and not on political issues. There is no indication such issues will arise in Geneva in August. But State Department officials were deeply affected at the ITU plenipotentiary conference in Nairobi three years ago, when Arab countries mounted a major and almost successful effort to eject Israel. Some members of the U.S. delegation described that conference as the most "politicized" of the ITU they had ever attended (BROADCASTING, Nov. 15, 1982). And Burch indicated the memory hasn't faded: "I hope we have a conference focusing on satellite services and not on Israel."

□

The U.S.'s strategy for the conference suggests a defense in depth. Although it has accepted the need for some form of "guaranteed" access, the U.S. is seeking to restrict the bands to be planned to only one—the C-band—if any. It contends that the 6/4 ghz band provides the most favorable and economic propagation characteristics and is the most widely used in the fixed-satellite service. Privately, officials add that the U.S. wants to limit the impact of whatever plan is adopted. But whether the U.S. can persuade the conference to limit the extent of its planning is another matter. Many countries are insisting on planning the Ku-band, as well, despite U.S. contentions it is only lightly used.

Among the possible approaches that the U.S. is thinking of including in a "second tier" of proposals is one that would deal with the kind of problem said to have been a factor in the calling of the Space WARC: It would provide for regularly scheduled multilateral conferences to coordinate the near-term requirements of nations in the fixed satellite services. Intelsat has been a problem for a number of countries, not only India and Indonesia, in coordination matters; in some cases, it has taken years to resolve a coordination dispute. And compounding the problem is the fact that countries cannot address coordination problems among themselves until their problems with Intelsat are resolved. The process, one source said, can be "unbelievably complicated." It can also be sufficiently frustrating to make a country a believer in *a priori* planning. Hence the attention being given to a proposal for multilateral coordination procedures.

That proposal, which one source described as being "at the top of the list" of those under consideration, would be the U.S. answer to developing countries' demand for "equitable access" to the geostationary orbit. The U.S. is also considering a proposal for satisfying the demand for "guaranteed" access, one that would involve use of the expansion bands that were added to the fixed satellite services at the 1979 WARC. Those bands would be set aside for long-range planning by developing countries. U.S. officials indicate that developed countries might be able to accept such planning, since no systems are now operating in those bands.

The U.S. is also considering the proposal the United Kingdom is advancing as a means of "guaranteeing" access: It would combine *a priori* planning with "reverse band" operation, and would, at least theoretically, double orbit capacity. The United Kingdom and the National Aeronautics and Space Administration have conducted studies confirming the technical feasibility of reversing the usual order of things, of using, say, 4 ghz as an uplink and 6 ghz as a downlink. U.S. officials say the proposal is compatible with the idea of using expansion bands, but it has its critics within the U.S. The use of reverse band operations in developed countries would cause interference problems for companies like AT&T with large terrestrial microwave systems that share the bands that would be used. It would also be incompatible with receive-only earth stations operating in the bands. And satellite systems operating conventionally in the Ku-band would find themselves faced with new coordination problems. Again, supporters of the proposal say it could be used in developing countries where such problems would not be likely to arise.

But apart from technical considerations, critics of both the expansion-bands and reverse-band operation scheme fear the camel's-nose-under-the-tent syndrome. The U.S. may see those ideas as being restricted to developing countries, but, the critics ask: If those resources were made available, would the FCC be able to withstand pressure for making them available to applicants in the U.S.?

Among other ideas under consideration in Washington as a means of heading off a drive for *a priori* planning is one that originated with and is being pushed hard by Intelsat. It would give priority to the requirements of "common user" systems like Intelsat and, on a regional basis, Eutelsat, on the ground that such systems provide for an efficient use of the spectrum by accommodating the needs of a number of countries through common facilities. Thus, countries with light demands for service would not need their own orbital slots and frequencies—or so the argument goes. And Burch said the U.S. "is very much in favor of common users as a means of meeting requirements."

But officials cite a number of problems with the concept—even apart from the political consideration that developing countries have expressed a demand for guaranteed access to the orbit, not to a satellite system they would not own. FCC officials say definitions might pose a problem: What does "priority" mean? one official asked. What systems would qualify? Representatives of some of the separate international satellite systems that are seeking FCC authority to compete with Intelsat say they could in time be owned by countries they serve. What's more, U.S. officials have their own sense of priorities. "We want to encourage common users," said one FCC official, "but not to the point where our own domestic satellites are not accommodated."

□

If the developing countries and their concern with "guaranteed access" to the geostationary orbit were not enough of a problem for U.S. planners preparing for the conference, countries normally regarded as allies in such proceedings—the countries of Europe—are also a source of worry. The problem they raise is in connection with the direct broadcast satellite plan that Region 2 (western hemisphere) countries adopted in Geneva in 1983. The plan will not become a part of the international radio regulations until it is incorporated into them—an action on the Space WARC agenda. And the Europeans, with the British taking the lead, are opposing the incorporation.

They have contended that the first session of the Space WARC lacks the authority to adopt the Final Acts of the '83 conference, an argument the U.S. has sought to rebut by

New sound looking for a band. Most of the interest in the Space WARC to be held in Geneva later this summer is focused on the fixed satellite services, not broadcast services. But one item on the agenda involves a broadcast satellite service—and one confined to sound broadcasting, at that. The conference is to consider the technical parameters and characterists appropriate for such a service in the frequency range between 500 and 2000 mhz.

DBS sound service is now possible in the 12 ghz band. But what makes the proposal under study interesting is that it would make possible such service to portable receivers, specifically including those in automobiles. Sound DBS service in the upper bands suffers from rain attenuation. The U.S. supports the concept but is taking the position that the 500-2000 mhz range is too crowded with other services to accommodate a new one. It is proposing that the International Telecommunication Union's CCIR (International Radio Consultative Committee) be directed to continue hunting for an available band, including spectrum above and below the 500-2000 mhz range.

Principal impetus for the effort to find a frequency range for the service has come from the Europeans. In the U.S., CBS appears to be showing the most interest. Robert O'Connor, of CBS operations and engineering, foresees the service as using a digital transmission service to assure a high quality signal. "We in engineering have thought [the proposed service] worth looking into," he said. "But we're looking for a band."

stating that the ITU regulations do not prohibit the first session of a two-session conference from adopting Final Acts and that the agenda for the first session calls on it to "consider" the decisions of the DBS conference and to "incorporate" them, as appropriate. But the Europeans' principal concern may stem from the fact the Region 2 plan provides for feeder links while the DBS plan adopted for Europe—and for Asia, too, for that matter—in 1977 does not. That portion of the DBS plan is to be completed at the second session of the Space WARC. And the Europeans have expressed the fear that some assignments in the Region 2 feeder link plan might restrict the development of their own after it is completed in 1988. But the U.S. says its analysis indicates a conflict can occur only at the one location that Regions 1 and 2 share—31 degrees west. And Region 2 assignments involving that location, the U.S. notes, contain the statement they will be implemented only if they "do not hinder the development and subsequent introduction of a feeder link plan for Region 1."

For all of the effort the U.S. is making to answer European concerns on the matter, however, it is not clear what the consequences of a failure to incorporate the Region 2 plan in the international radio regulations would be. At ITU seminars and meetings being held preparatory to the Space WARC, the U.S. has argued that failure to incorporate the plan would "lead to a very confusing and complex series of exchanges merely to implement an assignment that was in conformity with the Region 2 [DBS] plan and Final Acts." Prospective DBS operators see it as a business problem: The official status and protection a plan would assume, they say, is important to their efforts to obtain financial backing.

The FCC, however, does not appear to be concerned. In the report and order it adopted in connection with its inquiry regarding the preparations for the Space WARC, it said that it "would be orderly, and is desirable" that the Final Acts of the 1983 conference be incorporated into the international radio regulations. But it also said: "The commission proposes to proceed, in any event, to authorize the construction, launch and operation of domestic broadcasting satellites that conform with the provisions of the Final Acts [of the Region 2 DBS conference.]" □

Alcohol advertising. The highlight of a hearing by the House Select Committee on Children, Youth and Families on alcoholism prevention was a videotape presented by Representative Al Swift (D-Wash.), standing, that featured a composite of public affairs programs on alcohol abuse produced by KOMO-TV Seattle. The tape drew applause from the subcommittee members. (Also pictured, l-r: Paul Gavin, Distilled Spirits Council of the United States; John Burcham Jr., Licensed Beverage Information Council; Tim Reid, Entertainment Industries Council; Michael Jacobson, Center For Science in the Public Interest, which is spearheading Project SMART [Stop Marketing Alcohol on Radio and Television], and August Hewlett, Alcohol Policy Council.)

Swift was asked by the National Association of Broadcasters to present the tape. The station, which is in his district, has launched a major campaign to increase the public's awareness of drunk driving and alcohol abuse.

Jacobson, who presented SMART's position, seemed less intent upon eliminating the ads and more interested in gaining equal time for counteradvertising. "Health spots, announcements supporting alternatives to alcohol and other objective alcohol information should be required to balance the ads promoting alcohol," Jacobson said. "Special messages should be developed and aired to reach the high-risk population, such as pregnant women, children of alcoholics and adolescents. Barring such an equal time provision for broadcast ads and warning notices within print ads, the advertising should be halted," he added. Later, he said he emphasized equal time "because it seems to be forgotten" that SMART has not just wanted a ban, but either a ban or counteradvertising. He said that counteradvertising was "politically more acceptable."

Hewlett, who testified on behalf of NAB, argued there is no evidence that advertising encourages alcohol abuse. "We promote the educational system's approach which has a proved and impressive record as the best method for reducing alcohol-related problems in polycultural America," Hewlett said.

Also testifying was Tim Reid with the Entertainment Industries Council, a nonprofit organization created by the entertainment industry to "combat and deglamourize drug use and alcohol misuse in society." Reid told the members that his organization works with the motion picture and television industries to "significantly cut back or, hopefully, completely eliminate scenes which depict the glamourization of drugs or alcohol."

With almost five years of work behind them, members of the U.S. team preparing for the Space WARC—a team drawn largely from the FCC, National Telecommunications and Information Administration and the private sector—are completing the final three months in a rush of activity that includes a heavy budget of foreign travel. Members of that team were at the ITU seminars in Buenos Aires, in March; Nairobi, two weeks ago, and Bangkok last week. Burch will head a delegation to Moscow for a bilateral meeting with the Soviets later this month. The team will return by way of Stockholm, for a session there, then split in groups that will confer with counterparts in Paris, London and The Hague. Burch's final trip in advance of Geneva will be at the end of June, and will include stops in Japan, China, India, Algeria, Morocco and Saudi Arabia.

All of which—together with the information that can be gleaned in meetings with visits of foreign government officials to Washington—will help provide the basis on which the U.S. planners can sort out and develop the final proposals they will make in Geneva, and the strategy they will follow in making them.

The bottom line of the American position has already been made clear, in several of the commission's notices of inquiry on the Space WARC preparations, in the report and order on the subject, and in comments of those planning the U.S. position, including Burch: An *a priori* plan would not be acceptable. But the Americans are rich in experience gained at ITU conferences and in the preparations made over the past five years, and deep in talent from which to choose a delegation that will number close to 60. With a little bit of luck, some of those working on the preparations say, they should be able to do better than avoid catastrophe—perhaps even help shape a plan that would satisfy the developing countries' demand for "guaranteed access" to the geostationary orbit without impinging on developed countries' ability, as Burch puts it, "to maximize their utilization of technology in the geostationary orbit." What is a "best case scenario?" "No plan at all," said one likely delegation member. After all, the U.S. is content with the present scheme. "But," he acknowledged, "we're not going to come away from the conference without doing anything." □

Accepted

■ KCBQ (1170 khz) San Diego—Seeks CP to make changes in ant. sys. App. April 30.

■ WFFG (1300 khz) Marathon, Fla.—Seeks MP to augment day and nighttime patterns. App. May 2.

■ WNUY (840 khz) Scottsmoor, Fla.—Seeks MP to change TL. App. May 2.

■ WCKZ (1600 khz) Austell, Ga.—Seeks MP to reduce power to 2.5 kw. App. May 2.

■ WQKA (850 khz) Penn Yan, N.Y.—Seeks CP to make changes in ant. sys. App. May 2.

■ WGLD (1320 khz) Greensboro, N.C.—Seeks MP to make changes in ant. sys. and change TL. App. April 30.

■ WXPX (1300 khz) West Hazelton, Pa.—Seeks MP to change hours of operation to unlimited and augment nighttime standard pattern. App. April 30.

FM's

Accepted

■ KRQS (106.3 mhz) Pagosa Springs, Colo.—Seeks mod. of CP to change TL; change ERP to .175 kw, and change HAAT to 1,299 ft. App. May 2.

■ KSDW (100.9 mhz) Sulpher, Okla.—Seeks mod. of lic. to move SL outside community of lic. App. May 2.

■ WKZQ-FM (101.7 mhz) Myrtle Beach, S.C.—Seeks mod. of lic. to install new transmission sys. App. May 2.

TV's

Accepted

■ KOIA-TV (ch. 15) Ottumwa, Iowa—Seeks MP to change ERP to vis. 166 kw, aur. 16.6 kw; change HAAT to 410 ft., and change TL. App. April 30.

■ WDKY-TV (ch. 56) Danville, Ky.—Seeks MP to change ERP to vis. 2,777.8 kw, aur. 277.8 kw and change HAAT to 1,253 ft. App. May 2.

■ *KMBH (ch. 60) Harlingen, Tex.—Seeks CP to change ERP to vis. 2,257.93 kw, aur. 225.79 kw; change HAAT to 1,220.8 ft.; change ant., and change TL. App. April 30.

Actions

AM's

■ KBOA (830 khz) Kennett, Mo.—Granted app. to increase daytime power from 1 kw to 10 kw; install DA-D, and make changes in ant. sys. Action April 26.

■ WMOA (1490 khz) Marietta, Ohio—Granted app. to operate ant. at full radiation efficiency. Action April 24.

■ KRKX (1010 khz) Milwaukee, Ore.—Granted app. to make changes in ant. sys. and change TL. Action April 24.

■ KVOZ (890 khz) Del Mar Hills, Tex.—Granted app. to change TL. Action April 25.

■ WTTN (1580 khz) Watertown, Wis.—Granted app. to make changes in ant. sys. Action April 25.

FM's

■ WVRT (101.7 mhz) Gordo, Ala.—Returned app. to change community of lic. from Reform to Gordo, Ala. Action April 29.

■ KCRI-FM (103.1 mhz) Helena, Ark.—Dismissed app. to change TL; change ERP to 1.06 kw, and change HAAT to 530.8ft. Action April 25.

■ *KUAR (89.1 mhz) Little Rock, Ark.—Dismissed app. to change TL. Action April 25.

■ KYNO-FM (95.5 mhz) Fresno, Calif.—Dismissed app. to change TL; change ERP to 19.5 kw, and change HAAT to 799.64 ft. Action April 25.

■ KAVC (105.5 mhz) Rosamond, Calif.—Dismissed app. to change HAAT to 328 ft. Action April 25.

■ KSCO-FM (99.1 mhz) Santa Cruz, Calif.—Granted app. to change TL; change ERP to 1.1 kw; change HAAT to 2,618 ft.; install DA, and make changes in ant. sys. Action April 22.

■ *KCFR (90.1 mhz) Denver—Dismissed app. to make changes in ant. sys. Action April 25.

■ WRYO (98.5 mhz) Crystal River-Home Springs, Fla.—Granted app. to change TL and change HAAT to 1,331.68 ft. Action April 24.

■ WENS (97.1 mhz) Shelbyville, Ind.—Dismissed app. to change TL; change ERP to 23 kw, and change HAAT to 739 ft. Action April 26.

■ WHKK (100.9 mhz) Erlanger, Ky.—Granted app. to change TL; change HAAT to 1.267 kw, and change HAAT to 466 ft. Action Jan. 29.

■ WBPK (106.3 mhz) Flemingsburg, Ky.—Dismissed app. to change TL; change ERP to 1.36 kw, and change HAAT to 450 ft. Action April 25.

■ WCOZ (96.7 mhz) Paris, Ky.—Granted app. to install new transmission sys. Action April 25.

■ WKJN (103.3 mhz) Hammond, La.—Granted app. to operate formerly authorized facilities as aux. Action April 25.

■ *KSMU (91.9 mhz) Springfield, Mo.—Granted app. to change ERP to 40 kw and change HAAT to 322 ft. Action April 25.

■ WAKH (105.7 mhz) McComb, Miss.—Dismissed app. to change HAAT to 984 ft. Action April 25.

■ *WAMP-FM (88.3 mhz) Toledo, Ohio—Granted app. to change ERP to 1 kw and change HAAT to 196.8 ft. Action April 25.

■ KKRB (106.5 mhz) Klamath Fall, Ore.—Dismissed app. to change TL; change ERP to 44.26 kw; change HAAT to 726.19 ft., and make changes in ant. sys. Action April 25.

■ KJIM (94.9 mhz) Arlington-Fort Worth, Tex.—Granted app. to change TL and change HAAT to 1,508.8 ft. Action April 30.

■ WHAJ (104.5 mhz) Bluefield, W. Va.—Dismissed app. to change ERP to 100 kw; change HAAT to 2,000 ft., and change TL. Action April 25.

TV's

■ WQQB (ch. 40) Bowling Green, Ky.—Granted app. to change ERP to vis. 636.5 kw, aur. 63.65 kw; change HAAT to 564.36 ft.; change ant., and change TL. Action April 26.

■ *KWCM-TV (ch. 10) Appleton, Minn.—Granted app. to change HAAT to 1,246 ft. Action April 22.

■ KNLC (ch .24) St. Louis—Granted app. to change ERP to vis. 3,126 kw, aur. 312.6 kw and change HAAT to 1,002 ft. Action April 22.

■ WGGF (ch. 55) Lebanon, Pa.—Granted app. to change channel number from 59 to 55. Action April 24.

■ KDBC-TV (ch. 4) El Paso—Granted app. to use former main ant. as aux. Action April 26.

Call Letters

Applications

Call	*Sought by*
	New FM's
KJKJ	Red River Broadcasters, Grand Forks, N.D.
KLFT	Great Plains Educational Trust, Watertown, N.D.
KKRS	Christine E. Paul, Burns, Ore.
	Existing AM's
WEBY	WAVX #1 Radio Inc., Milton, Fla.
WKFD	WMYD Seacoast Broadcasting Inc., Wickford, R.I.
	Existing FM's
WWMS	WOOR SAN-DOW Broadcasting Co., Oxford, Miss.
KCMG-FM	KKCI-FM Keyboard Broadcasting Co., Liberty, Mo.

Grants

Call	*Assigned to*
	New AM's
WDCQ	Jerry J. Collins, Pine Island Center, Fla.
WACN	Charles M. Anderson, Franklin, Ky.
	New FM's
KCYM	Affinity Communications Inc., Colusa, Calif.
*WFEF	Faith Educational Foundation, Terre Haute, Ind.
WLLG	Lowville Radio Inc., Lowville, N.Y.
KALP	Rio Grande Broadcasting Co., Alpine, Tex.
	New TV
WFTX	Family TV Associates, Cape Coral, Fla.
	Existing AM's
WZZK	WSGN Katz Broadcasting of Alabama Inc., Birmingham, Ala.
WMSH	WUSA Mid-America Broadcasting Co., Mishawaka, Ind.
KZIM	KZYM Missouri-Illinois Broadcasting Inc., Cape Girardeau, Mo.
WQSF	WMBG Richmond Radio Limited Partnership, Williamsburg, Va.
	Existing FM's
WZZK-FM	WZZK Katz Broadcasting of Alabama Inc., Birmingham, Ala.
*WSGN	WEXP Gadsden State Junior College, Gadsden, Ala.
KHLT	KLPQ Signal Media of Arkansas Inc., Little Rock, Ark.
WLYZ	WTKZ Country Communications Inc., Nashville, Ga.
WRDW-FM	WMJB Val-Tel Inc., Wrens, Ga.
WERV	WMRL MRLJ Enterprises, Rotterdam, N.Y.
WDLX	WITN-FM Tar Heel Broadcasting System Inc., Washington, N.C.
WRIO	WMTT Family Broadcasting Group, Ponce, P.R.
WQSF-FM	WQKS Richmond Radio Limited Partnership, Williamsburg, Va.
WILV	WNLT Shockley Communications Corp., Baraboo, Wis.
	Existing TV
WUSA	WTCN-TV Combined Communications Corp., Minneapolis

Summary of broadcasting as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,778	170	4,948
Commercial FM	3,757	418	4,175
Educational FM	1,185	173	1,358
Total Radio	9,720	761	10,481
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	370	222	592
Educational VHF TV	115	3	118
Educational UHF TV	182	25	207
Total TV	1,206	273	1,479
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

C1750-1A

The Fifth Estate

Broadcasting ⚡ May 20

ASCAP
DOES IT
AGAIN
& AGAIN
& AGAIN

The Charts.........73%[1]
The Grammys..100%[2]
The Oscars.......100%[3]

1 ASCAP captured 73% of the combined 1984 year-end charts of Billboard, Cashbox & Radio & Records.
2 ASCAP members swept all songwriting categories 3 ASCAP members swept all music categories

54th Year 1985

$510 million for KTLA

20814SRI AQ6681 SIA JUN/85
SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 108 No. 20

Broadcasting ▫ May 20

Tribune buys KTLA for $510 million
Pfister resigns as CPB president
"At Large" with David Boies

SALE TOPPER ▫ Tribune Broadcasting purchases KTLA(TV) Los Angeles from Golden West for single-station record of $510 million. **PAGE 39.**

PROXY DETAILS ▫ Proxy statement in ABC/Capcities deal is released, with companies asking for waiver to keep TV's in New York and Philadelphia and encouraging minorities to bid on facilities up for sale. **PAGE 41.**

PFISTER OUT ▫ CPB President Edward Pfister resigns, citing flap over public broadcasting-backed trip to Soviet Union. **PAGE 42.**

ON THE BLOCK ▫ Publishing giant McGraw Hill is latest company to show interest in acquiring financially ailing UPI. **PAGE 44.**

COUNTERING LEGISLATION ▫ Ohio congressman introduces bill that would amend Communications Act to require counteradvertising for beer and wine ads. **PAGE 48.**

AFTER THE SUIT ▫ David Boies, who defended CBS in its libel suit against General William Westmoreland, discusses what it all meant to journalists and libel law. **PAGE 50.**

OPINION ▫ Appeals court in Washington details decision in Storer case. **PAGE 57.**

DIVIDING THE PIE ▫ Claimants make their case for 1983 cable royalties pie. **PAGE 58.**

SPLIT DECISION ▫ Broadcasters favor, cities oppose FCC plan to pre-empt local authority in regulating home earth stations. **PAGE 60.**

CUTTING BACK ▫ House authorizes USIA but not at funding level President wanted. **PAGE 60.**

CBS AFFILIATES ▫ Takeover attempt by Ted Turner and NBC's ratings performance on the minds of CBS affiliates as they meet in San Francisco this week. Network's fall show lineup detailed. **PAGE 64.**

C-BAND COMPETITION ▫ Four firms are vying for C-band direct satellite market. **PAGE 72.**

COMING ON ▫ More and more stations are getting on television stereo bandwagon. **PAGE 74.**

BUSINESS MINDS ▫ Annual meeting of the Broadcast Financial Management Association focuses on new technologies, news and takeover battles. **PAGE 80.**

LOOKING GOOD ▫ NBC affiliates bask in the glory of finishing second in the prime time ratings. **PAGE 88.**

BULLISH SIGNS ▫ Forecasters at American Women in Radio and Television convention see bright days ahead for women in the Fifth Estate. **PAGE 96.**

FUNDING FOCUS ▫ National Public Radio's annual meeting to center on square-one evaluation of funding mechanisms. **PAGE 97.**

RIGHT CHOICE ▫ Jerry Dominus picked sales over research, the result has proved advantageous for CBS-TV, where he is vice president in charge of that department. **PAGE 119.**

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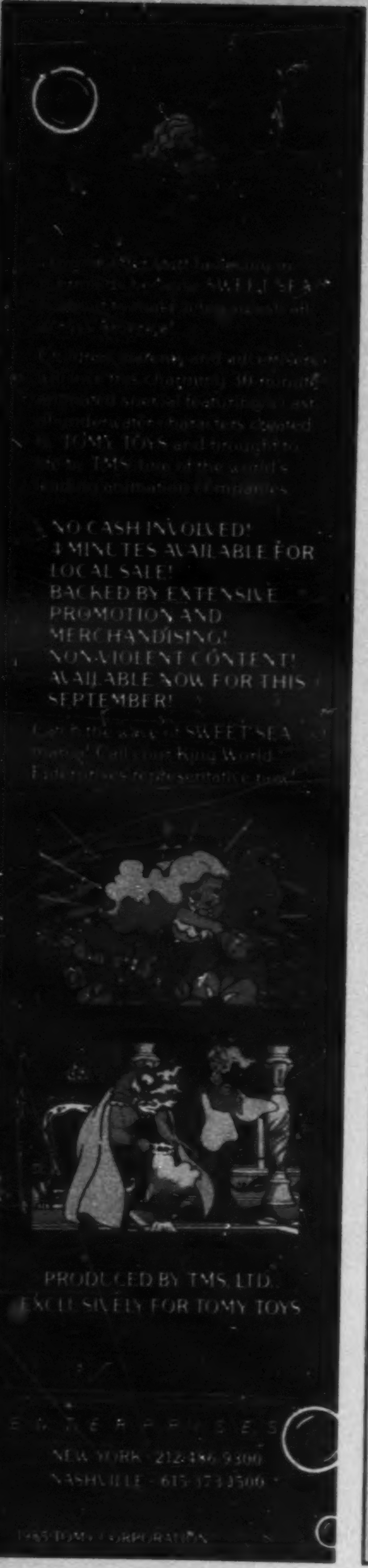
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NBC wins third week in a row

For the third consecutive week, and the fifth time in six weeks, NBC won the weekly prime time ratings. Based on Nielsen's National Television Index (NTI) for the week ending May 12, NBC averaged a 14.6 rating and a 25 share. CBS had a 13.8/24 and ABC a 13/22. It was the third week since the end of the 1984-85 prime time season, April 21.

The combined network schedule of 69 programs featured only 25 repeats because the networks were in the midst of the May sweeps. There were 13 specials on the combined network schedule. Only one of the top 10 shows, fourth-ranked ***Family Ties*** (20.9/38), had aired previously.

The combined network rating/share totaled 41.4/71, compared to a 45.5/76.2 for the comparable week a year earlier. HUT (homes using television) levels averaged 58.7, down 3% from 60.3 for the comparable week a year ago.

In the top 10 programs were four NBC shows, including three of the top five, three ABC programs and three CBS programs. NBC won Monday, Tuesday and Thursday; CBS won Friday and Sunday; ABC took Wednesday and Saturday.

NBC's Monday victory was credited to the ***Country Music Awards*** (17.2/27), at 9-11 p.m. (NYT). The special's lead-in, ***TV Bloopers & Practical Jokes*** (15/25), helped, outperforming its competition slightly. The second part of the ABC mini-series, ***Lace***, averaged a 16.4/25, ranking third in the 9-11 p.m. block.

NBC won a traditional Tuesday victory, but for a change, it was based principally on ***Remington Steele***, which averaged a 19.5/32 and ranked sixth for the week, compared to ***A Team***, which averaged a 17.2/30 (down 20% from its season-to-date average) and ***Riptide***, down 11% from its season-to-date average. ***A Team*** ranked 15th and ***Riptide*** ranked 14th. CBS averaged a 10/16.5 for Tuesday evening based on two back-to-back 90-minute specials, ***Bon Voyage, Charlie Brown*** and an American Film Institute salute to Gene Kelly.

With CBS showing a made-for-television movie, ***Going for the Gold—The Bill Johnson Story***, and a special, ***Magic—David Copperfield***, that provided the lowest-rated night on any network (9.2), Wednesday belonged to ABC with the third- and ninth-ranked shows of the week, ***Dynasty*** (21.9/33) and ***Hotel*** (18.5/31).

On the strength of the first hour of its regular schedule, NBC won Thursday night with top-ranked ***The Cosby Show*** and fourth-ranked ***Family Ties*** (20.9/38). The strongest challenge of the night came from CBS's 11th-ranked ***Simon & Simon*** (18.1/30) and its seventh-ranked ***Knots Landing*** (19.2/32), which together took the 9-11 p.m. time period away from NBC.

Friday belonged to CBS on the strength of the week's second-ranked program, ***Dallas*** (22.6/38), and the eighth-ranked ***Falcon Crest*** (19.1/32). CBS faced its only strong competition that night from ***Miami Vice*** (16.3/28) at 10-11 p.m. on NBC, which came in a close second.

Saturday night was a win for ABC, due to a special presentation of the made-for-television movie, ***Letting Go*** (15.1/28) at 9-11 p.m.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	24.1/46
2.	Dallas	CBS	22.6/38
3.	Dynasty	ABC	21.9/33
4.	Family Ties	NBC	20.9/38
5.	First Blood	NBC	19.6/32
6.	Remington Steele	NBC	19.5/32
7.	Knot's Landing	CBS	19.2/32
8.	Falcon Crest	CBS	19.1/32
9.	Hotel	ABC	18.5/31
10.	Malice in Wonderland	CBS	18.3/29
11.	Simon & Simon	CBS	18.1/30
12.	Newhart	CBS	18.1/27
13.	Cheers	NBC	17.9/30
14.	Riptide	NBC	17.4/27
15.	A Team	NBC	17.2/30
16.	Country Music Awards	NBC	17.2/27
17.	Highway to Heaven	NBC	17.1/30
18.	Kate & Allie	CBS	16.9/26
19.	Lace II, part 2	ABC	16.4/25
20.	Miami Vice	NBC	16.3/28
21.	Night Court	NBC	16.0/26
22.	60 Minutes	CBS	15.7/35
23.	Murder, She Wrote	CBS	15.7/29
24.	Death in California, part 1	ABC	15.7/25
25.	Facts of Life	NBC	15.4/24
26.	Letting Go	ABC	15.1/28
27.	TV Bloopers & Practical Jokes	NBC	15.0/26
28.	Scarecrow & Mrs. King	CBS	14.6/26
29.	Cagney & Lacey	CBS	14.6/23
30.	Hill Street Blues	NBC	14.5/24
31.	Who's The Boss?	ABC	14.5/23
32.	Hail to the Chief	ABC	14.0/22
33.	Sara	NBC	13.4/20
34.	World's Funniest Commercial Goofs	ABC	13.3/24
35.	20/20	ABC	13.0/22
36.	American Hero	CBS	12.8/25
37.	99 Ways to Attract the Right Man	ABC	12.5/21
38.	Fall Guy	ABC	12.2/21
39.	Hunter	NBC	12.1/22
40.	Magnum, P.I.	CBS	11.8/21
41.	Gimme a Break	NBC	11.7/22
42.	Webster	ABC	11.5/23
43.	St. Elsewhere	NBC	11.4/19
44.	Hardcastle & McCormick	ABC	11.4/19
45.	Three's A Crowd	ABC	11.3/20
46.	Knight Rider	NBC	11.1/20
47.	Airwolf	CBS	10.5/19
48.	Foulups, Bleeps & Blunders	ABC	10.5/17
49.	Under One Roof	NBC	10.4/19
50.	Mother's Day	CBS	10.3/22
51.	Benson	ABC	10.3/18
52.	Bon Voyage	CBS	10.3/17
53.	Mike Hammer	CBS	10.1/18
54.	Love Boat	ABC	10.0/21
55.	Trivial Pursuit	ABC	9.9/17
56.	Magic of David Copperfield	CBS	9.8/16
57.	AFI Salute to Gene Kelly	CBS	9.6/16
58.	Just Married	ABC	9.3/15
59.	Diff'rent Strokes	NBC	9.1/20
60.	Half-Nelson	NBC	8.9/15
61.	Going for the Gold	CBS	8.9/14
62.	Smurfic Games	NBC	8.8/18
63.	Cover-Up	CBS	8.6/18
64.	Ripley's Believe It Or Not	ABC	7.5/16
65.	Best Times	NBC	7.1/14
66.	Street Hawk	ABC	7.1/13
67.	Me and Mom	ABC	7.1/12
68.	Punky Brewster	NBC	6.7/14
69.	Silver Spoons	NBC	6.3/15

*indicates premiere episode

■ WBWB (96.7 mhz) Bloomington, Ind.—Granted app. to change ERP to 1.66 kw and change HAAT to 439.52 ft. Action April 30.

■ KLVN (95.9 mhz) Newton, Iowa—Dismissed app. to change TL and change ERP to 2.82 kw. Action April 25.

■ KHOK (100.7 mhz) Hoisington, Kan.—Granted app. to change TL and change HAAT to 894 ft. Action April 26.

■ WAMX (93.7 mhz) Ashland, Ky.—Granted app. to change ERP to 100 kw and change HAAT to 590.4 ft. Action April 30.

■ KROK (92.1 mhz) De Ridder, La.—Granted app. to change SL. Action May 3.

■ WITK (104.7 mhz) Belfast, Me.—Granted app. to change ERP to 10 kw. Action April 30.

■ WJIB (96.9 mhz) Boston—Granted app. to change ERP to 12.3 kw. Action April 30.

■ WXKS-FM (107.9 mhz) Medford, Mass.—Granted app. to change ERP to 23.5 kw. Action April 30.

■ WWCK-FM (105.5 mhz) Flint, Mich.—Granted app. to change ERP to 3 kw. Action April 30.

■ KDEZ (96.1 mhz) Crookston, Minn.—Granted app. to change TL. Action April 1.

■ KBBZ (98.5 mhz) Kalispell, Mont.—Granted app. to changle SL to 5838 Highway 93 South, Whitefish, Mont. Action April 24.

■ KXOQ (96.7 mhz) Poplar Bluff, Mont.—Granted app. to change TL and change HAAT to 328 ft. Action April 29.

■ KKBB (103.1 mhz) Aurora, Neb.—Granted app. to change TL; change HAAT to 306 ft., and make changes in ant. sys. Action April 30.

■ KMZQ-FM (100.5 mhz) Henderson, Nev.—Granted app. to operate formerly authorized facilities as aux. Action April 30.

■ WKXZ (93.9 mhz) Norwich, N.Y.—Granted app. to change ERP to 26.1 kw and change HAAT to 676.66 ft. Action April 30.

■ KNYN (95.5 mhz) Santa Fe, N.M.—Granted app. to change TL; change ERP to 19.1 kw; change HAAT to 1,851 ft., and make changes in ant. sys. Action April 30.

■ WDAY-FM (93.7 mhz) Fargo, N.D.—Granted app. to install aux. sys. Action April 30.

■ WNUS (107.1 mhz) Belpre, Ohio—Granted app. to change ERP to 2.31 kw. Action April 30.

■ KATT-FM (100.5 mhz) Oklahoma City—Granted app. to operate formerly authorized facilities as aux. Action April 30.

■ KIJK (95.1 mhz) Prineville, Ore.—Granted app. to change HAAT to 473 ft. Action May 6.

■ WIBF-FM (103.9 mhz) Jenkintown, Pa.—Dismissed app. to operate formerly authorized facilities as aux. Action April 29.

■ WRFY-FM (102.5 mhz) Reading, Pa.—Granted app. to change coordinates. Action April 30.

■ WMGZ-FM (95.9 mhz) Sharpsville, Pa.—Granted app. to change HAAT to 328 ft. and change ERP to 3 kw. Action May 2.

■ WGMR (101.1 mhz) Tyrone, Pa.—Granted app. to change ERP to 8.5 kw. Action April 30.

■ WGSX (94.7 mhz) Bayamon, P.R.—Granted app. to change ERP to 32.5 kw; change HAAT to 1,766 ft., and make changes in ant. sys. Action April 29.

■ WAZX (106.3 mhz) Georgetown, S.C.—Granted app. to change TL and change HAAT to 328 ft. Action April 29.

■ WISO-FM (99.3 mhz) Elizabethton, Tenn.—Granted app. to change TL; change ERP to 2.47 kw; change HAAT to 328 ft., and make changes in ant. sys. Action May 1.

■ WQLA (104.9 mhz) Lafollette, Tenn.—Dismissed app. to install new transmission sys. Action April 26.

■ WZLT (99.3 mhz) Lexington, Tenn.—Dismissed app. to change TLand change HAAT to 275 ft. Action April 30.

■ WMC-FM (99.7 mhz) Memphis—Granted app. to operate formerly authorized facilities as aux. Action April 30.

■ KORA-FM (98.3 mhz) Bryan, ~~Tex.~~—Dismissed app. to change ERP to .95 kw and change HAAT to 486.1 ft. Action April 29.

■ KIXS-FM (93.3 mhz) Killeen, Tex.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,968 ft. Action May 7.

■ *KUER-FM (90.1 mhz) Salt Lake City—Granted app. to build new tower, 142 ft., with new high power ant. and old low power standby ant. Action April 30.

■ WVVV (104.9 mhz) Blacksburg, Va.—Granted app. to change ERP to 3 kw. Action April 30.

■ *WMRA (90.7 mhz) Harrisonburg, Va.—Granted app. to change ERP to 24.5 kw and change HAAT to 710 ft. Action April 30.

■ KMPS-FM (94.1 mhz) Seattle—Granted app. to install new transmission sys. Action May 6.

■ WCIR-FM (103.7 mhz) Beckley, W. Va.—Dismissed app. to operate formerly authorized facilities as aux. Action April 26.

■ WSCW-FM (100.9 mhz) South Charleston, W. Va.—Granted app. to change TL. Action April 30.

TV's

■ KSBW-TV (ch. 8) Salinas, Calif.—Granted app. to use former main ant. as aux. ant. Action April 30.

■ *WLRN-TV (ch. 17) Miami—Granted app. to replace aural and visual exciter. Action April 30.

■ WFDG (ch. 28) New Bedford, Mass.—Granted app. to change ERP to vis. 5,000 kw, aur. 250 kw and move main SL outside community of lic. Action April 30.

■ KMSP-TV (ch. 9) Minneapolis—Granted app. to change HAAT to 1,427 ft. and install circular polarized ant. on existing tower. Action April 30.

■ WNYB-TV (ch. 49) Buffalo, N.Y.—Granted app. to change ERP to vis. 2,690 kw, aur. 269 kw; change HAAT to 1,330 ft., and change TL. Action April 30.

■ *WSBE-TV (ch. 36) Providence, R.I.—Granted app. to change ERP to vis. 1,221.6 kw, aur. 122.16 kw; change HAAT to 597.7 ft.; change ant., and change transmitter. Action April 30.

■ WTAT-TV (ch. 24) Charleston, S.C.—Granted app. to change HAAT to 1,630 ft.; change ant., and change TL. Action April 30.

Call Letters

Applications

Call	*Sought by*
	New FM's
WOVU	Ocean View Broadcasting Co., Ocean View, Del.
WRML	Wrightsville Broadcasting Co., Wrightsville, Ga.
*KZRW	Idaho Educational Broadcasting Foundation, Payette, Idaho
KCBL	Barron Broadcasting Inc., Natchitoches, La.
*WRVS-FM	Elizabeth City State University, Elizabeth City, N.C.
*WCVV	Belpre Educational Foundation, Belpre, Ohio
WCLC-FM	Jamestown Broadcasting Co., Jamestown, Tenn.
*KACU	Abilene Christian University, Abilene, Tex.
	Existing FM
WWSH	WVCD The Luzerne Co., Hazelton, Pa.
	Existing TV
WYZZ-TV	WBLN Bloomington Comco Inc., Bloomington, Ill.

Summary of broadcasting as of March 31, 1985

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Total LPTV	340	210	550
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UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Grants

Call	*Assigned to*
	New FM's
*WAPN	Public Radio Inc., Holly Hill, Fla.
WCPC	WSCE Inc., Wickliffe, Ky.
*KCMF	Montana Educational Broadcasting, Great Falls, Mont.
*KSWP	Lufkin Educational Broadcasting Foundation, Lufkin, Tex.
*KMQX	Springtown Educational Broadcasting Foundation, Springtown, Tex.
*KHWL	Heritage Educational Foundation of Wyoming, Laramie, Wyo.
	New TV's
WJOE	Marianna Television Inc., Marianna, Fla.
	Existing AM's
KDBL	KWSR Susan K. Hughes and Stephen L. Hughes, Rifle, Colo.
WIGL	WHGI Amracorp Communications of Georgia Inc., Augusta, Ga.
WWWJ	WKKX Omnia Corp., Paoli, Ind.
WIDG	WJVM Mighty-Mac Broadcasting Co., St. Ignace, Mich.
WAVI	WBBX Ware Communications Corp., Portsmouth, N.H.
WTCR	WHEZ CRB of Kentucky Inc., Kenova, W. Va.
	Existing FM's
KDBL-FM	KDBL Susan K. Hughes, Rifle, Colo.
*WMHS	WRSF Miamisburg City School District Board of Education, Miamisburg, Ohio
WZNY	WFMG Amracorp Communications of Georgia Inc., Augusta, Ga.
KUUB	Colleen F. Bee, Bozeman, Mont.
WKNE-FM	WNBX-FM WKNE Corp., Keene, N.H.
KOSP	KICN Inland Empire Broadcasting Inc., Spokane, Wash.
WTCR-FM	WTCR CRB Broadcasting of West Virginia Inc., Huntington, W. Va.

In Contest

Review board made following decision:

■ Olympia, Wash., (Marrow Enterprises Inc. and Three Cities FM Inc.), FM proceeding. Scheduled oral argument for May 24 on exceptions to initial decision of ALJ John H. Conlin granting app. of Three Cities FM Inc. for new FM at

C1750-1A

The Fifth Estate

Broadcasting May 27

KIDS INCORPORATED

Taking off for our second sensational season.

Call your MGM/UA sales representative today and find out if the hottest, musical advertiser-supported kids half-hour is still available in your market.

TELEVISION

NATIONAL SALES REPRESENTATIVE
ORBIS COMMUNICATIONS
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54th Year 1985

Top 20 group owners
Radio Marti airs
TV's quarter

20814SRI A06681 SIA JUN/85
SRI ACQ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 108 No. 21

Broadcasting ■ May 27

Ranking the top 20 owners in television reach
Radio Marti goes on the air
Countdown to NCTA 85

TOP 20 □ BROADCASTING takes a look at the new top 20 television owners by market penetration in wake of station sales that have altered market considerably. **PAGE 35-36.**

SALES COURSE □ Disparities in markets make predictions difficult, but reps see local and spot second-quarter advertising showing approximate 10% increase. **PAGE 37.**

PROBING POSSIBILITIES □ CBS files with SEC detailing possible actions it would take to counter unfriendly takeovers. **PAGE 37.**

PFISTER FLAP □ Controversy surrounds resignation of CPB President Edward Pfister. **PAGE 39.**

ON THE AIR □ Radio Marti begins broadcasting news of Cuba to that country and finds no marked increase in interference from Havana. **PAGE 41.**

NCTA 85 □ A nuts-and-bolts look at what the cable act will mean to the industry tops the agenda as NCTA opens its 34th annual convention in Las Vegas next week. **PAGE 44.** A look at the agenda and a listing of exhibitors begins on **PAGE 46.**

AD CONFERENCE □ Annual convention of American Association of Advertising Agencies examines problems with industry, takes a look at improving creativity. **PAGE 65.**

PAY DILEMMA □ HBO's Fuchs says overpriced and overpackaged services are hurting pay cable industry. **PAGE 67.**

SET TO AIR □ Studioline, marketer of nine stereo music channels and associated hardware, set for big push at NCTA. **PAGE 68.**

WHO HAS WHAT □ Universal Television is the big winner among Hollywood producers in networks' new fall prime time lineups. **PAGE 69.**

NEXT FRONTIER □ Movement on alcohol ads shifts to counteradvertising pleas before House subcommittee. **PAGE 70.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting May 27

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The wheeling and dealing for Warner-Amex

Tele-Communications Inc. and American Television and Communications—respectively, the No. 1 and No. 2 cable MSO's—have jointly made an offer to buy No. 6-ranked Warner-Amex for over $1.2 billion, according to a variety of sources. Furthermore, the joint bid was approved last week by American Express, which owns one half of Warner-Amex (the other half belongs to Warner Communications).

It is now apparently up to co-parent Warner to decide if it wants to accept the bid, or find a better offer, or buy out American Express's half. The TCI-ATC offer, comprising more than $700-million cash and the assumption of $500-million debt, would include, it is said, W-A's two-thirds ownership in MTV Networks, which operates cable channels MTV, VH-1 and Nickelodeon, and its 19% interest in Showtime/The Movie Channel.

One of the many questions the offer raises is whether Warner would want Warner-Amex's 1.2 million subscribers in the hands of ATC, whose parent company, Time Inc., also operates Showtime/TMC rival, HBO. "It is the battle of the pay services," remarked one Warner-Amex official.

The latest offer reportedly bests a $1.2-billion offer already on the table from Viacom—which owns 50% of Showtime/TMC (Warner itself directly owns the remaining 31%).

It is not clear where the latest offer leaves the long-standing leveraged buyout proposal (LBO) of Warner-Amex chairman and chief executive officer, Drew Lewis, who by more than one account has the right to match any offer. There had also been reports that certain MTV Network officials had made an LBO proposal for that company.

Adding to the confusion are reports that Warner itself might be the subject of a leveraged buyout. From the outside, all these considerations make it seem unlikely that Warner-Amex's future ownership will be resolved by June 1, which had been informally agreed upon as a deadline by the involved parties.

Would the acquired systems be split up between ATC and TCI or operated as a joint venture? One source speculated that the latter option is the more likely because it would keep additional debt off the balance sheets of both Time Inc. and TCI.

News of the offer was dismissed by John M. Draper, vice president and general counsel for TCI, who said: "We had a registration statement with the Securities and Exchange Commission [for debt and stock, see 'In Brief,' May 6] that became effective today [Friday, May 24]. If we had a deal of that size it would have had to be in the statement."

According to financial documents, Warner-Amex had consolidated revenue of $473 million in calendar year 1984 and pre-tax losses of $94 million. Figuring in the loss was a $39.3-million loss on the sale of cable systems and a $61-million gain from the company's public offering of one-third of MTV Networks Inc.

THE NEW TOP 20 IN TELEVISION

Keeping score as the big get bigger

It's not just that the ownership of television stations and groups is changing; it's that it's changing so fast.

Never has the broadcasting industry seen such a flurry of major acquisitions, mergers and spin-offs as it has over the last few months. Or such prices.

Three weeks ago, Hearst Corp. agreed to buy independent WCVB-TV Boston for a record $450 million. Just a week later, that deal was eclipsed and a new record set when Tribune Co. said it would pay $510 million for KTLA(TV) Los Angeles, an independent that changed hands two and a half years earlier for $245 million.

All the dealing is bringing a new order to the television industry. Before all is said and done, some of the industry's most prominent names may have assumed lesser roles or no roles at all. Conversely, other names—some from outside the industry—will have emerged to take places at center stage.

Assuming all the deals come down as announced, the new order is shown in the chart on page 36—a revised, expanded and corrected version of one BROADCASTING ran in its May 20 issue. It shows Capcities/ABC at the top of the heap by virtue of the $3.5-billion merger of two prominent broadcasting entities, and followed by the other two network companies. Tribune emerges as the new No. 4, succeeding Metromedia, to be owned by 20th Century Fox, whose stations now appear in the new No. 5 entry. Another newcomer, KKR, appears at No. 6.

The regulatory trigger for much of the station trading was the FCC's decision last December to raise the number of television stations a single entity may own from seven to 12, as long as the stations collectively reach no more than 25% of the nation's television homes.

Another important factor may have been Ted Turner. His efforts to take over one of the three networks exposed the fact that the stocks of many of the publicly owned group broadcasters were undervalued and thus attractive takeover targets. That's when everybody began calculating the broadcast companies' "asset values."

And Jim McKinney, chief of the FCC Mass Media Bureau, may have identified another motivation of the broadcast buyers. In a speech before a cable group last week (see page 38) he suggested that the most successful broadcasters in the future will be those that have production capability. Capcities, Tribune and Taft are among those that will conspicuously advance their capacities with the new acquisitions, and Turner's hostile bid for CBS is spurred primarily by his desire to become a dominant force in programing, not the owner of a program distribution system and television stations.

The chart of the Top 20 television groups is a snapshot. The picture is likely to change significantly in the months ahead as some broadcasters seek to strengthen their positions and others seek to cash in on the unprecedented demand and prices for television stations. The new faces may include Turner and, perhaps, Jack Kent Cooke, who has made a bid for Multimedia. Outside investors, Milton Maltz, chairman of Malrite Communications Group, told shareholders last week, are realizing that "broadcasting is in an unusual position to combine relatively inexpensive hard assets with creative intangibles, and to grow them into new assets with remarkable value." ☐

The new top 20 television station ownership list appears on page 36.

Television's new top 20

These will be the 20 at the top in TV group ownership (ranked by their penetration of the total U.S., including UHF discounts) should all proposed sales take place. The Capcities/ABC listing anticipates permission to keep WPVI-TV Philadelphia. (If disallowed, it would retain WXYZ-TV Detroit and would have a total of 23.365%.) The chart also presupposes the final purchase of Storer Communications by KKR, the sale of KTLA(TV) Los Angeles to Tribune, the sale of Gulf Broadcasting to Taft, the sale of Metromedia's stations to 20th Century Fox and the subsequent spinoff of WCVB-TV Boston by Fox to Hearst. The number in parentheses after each city is the Arbitron ADI market rank.

1. □ Capcities/ABC
(24.395%)

Ch. 7 WLS-TV Chicago (3) 3.55%
Ch. 30 KFSN-TV Fresno, Calif. (65) .225%
Ch. 13 KTRK-TV Houston (10) 1.69%
Ch. 7 KABC-TV Los Angeles (2) 5.13%
Ch. 7 WABC-TV New York (1) 7.72%
Ch. 6 WPVI-TV Philadelphia (4) 2.97%
Ch. 11 WTVD(TV) Raleigh-Durham, N.C. (38) .59%
Ch. 7 KGO-TV San Francisco (5) 2.42%

2. □ CBS
(20.59%)

Ch. 2 WBBM-TV Chicago (3) 3.55%
Ch. 2 KCBS-TV Los Angeles (2) 5.13%
Ch. 2 WCBS-TV New York (1) 7.72%
Ch. 10 WCAU-TV Philadelphia (4) 2.97%
Ch. 4 KMOX-TV St. Louis (17) 1.22%

3. □ NBC
(19.79%)

Ch. 5 WMAQ-TV Chicago (3) 3.55%
Ch. 3 WKYC-TV Cleveland (11) 1.64%
Ch. 4 KNBC(TV) Los Angeles (2) 5.13%
Ch. 4 WNBC-TV New York (1) 7.72%
Ch. 4 WRC-TV Washington (9) 1.75%

4. □ Tribune
(18.595%)

Ch. 46 WGNX(TV) Atlanta (15) .67%
Ch. 9 WGN-TV Chicago (3) 3.55%
Ch. 2 KWGN-TV Denver (19) 1.15%
Ch. 5 KTLA(TV) Los Angeles (2) 5.13%
Ch. 26 WGNO-TV New Orleans (33) .375%
Ch. 11 WPIX(TV) New York (1) 7.72%

5. □ 20th Century Fox
(18.105%)

Ch. 32 WFLD-TV Chicago (3) 1.775%
Ch. 33 KRLD-TV Dallas (8) .885%
Ch. 26 KRIV-TV Houston (10) .845%
Ch. 11 KTTV(TV) Los Angeles (2) 5.13%
Ch. 5 WNEW-TV New York (1) 7.72%
Ch. 5 WTTG(TV) Washington (9) 1.75%

6. □ KKR
(13.705%)

Ch. 13 WLOS(TV) Asheville, N.C. (37) .70%
Ch. 5 WAGA-TV Atlanta (15) 1.34%
Ch. 38 WSBK-TV Boston (6) 1.14%
Ch. 8 WJKW-TV Cleveland (11) 1.64%
Ch. 2 WJBK-TV Detroit (7) 1.94%
Ch. 4 WTVJ(TV) Miami (14) 1.36%
Ch. 6 WITI-TV Milwaukee (29) .81%
Ch. 68 WWHT(TV) Newark, N.J. (1) 3.855%
Ch. 39 KCST-TV San Diego (26) .44%
Ch. 13 WTVG(TV) Toledo, Ohio (60) .48%

7. □ RKO
(13.5%)

Ch. 9 KHJ-TV Los Angeles (2) 5.13%
Ch. 13 WHBQ-TV Memphis (41) .65%
Ch. 9 WOR-TV New York (1) 7.72%

8. □ Taft
(11.12%)

Ch. 6 WBRC-TV Birmingham, Ala. .59%
Ch. 12 WKRC-TV Cincinnati (47) .84%
Ch. 6 WTVN-TV Columbus, Ohio (34) .74%
Ch. 21 KTXA-TV Dallas-Fort Worth (8) .885%
Ch. 8 WGHP-TV High Point, N.C. (51) .56%
Ch. 20 KTXH(TV) Houston (10) .845%
Ch. 4 WDAF-TV Kansas City, Mo. (28) .82%
Ch. 6 WCIX(TV) Miami (14) 1.36%
Ch. 29 WTAF-TV Philadelphia (4) 1.485%
Ch. 10 KTSP-TV Phoenix (23) .93%
Ch. 10 WTSP(TV) St. Petersburg, Fla. (18) 1.19%
Ch. 20 WDCA-TV Washington (9) .875%

9. □ Chris Craft Industries
(10.35%)

Ch. 13 KCOP(TV) Los Angeles (2) 5.13%
Ch. 9 KMSP-TV Minneapolis (13) 1.36%
Ch. 45 KUTP(TV) Phoenix (23) .465%
Ch. 12 KPTV(TV) Portland, Ore. (24) .92%
Ch. 4 KTVX(TV) Salt Lake City (42) .65%
Ch. 4 KMOL-TV San Antonio, Tex. (44) .62%
Ch. 44 KBHK-TV San Francisco (5) 1.21%

10. □ Group W
(10.12%)

Ch. 13 WJZ-TV Baltimore (21) 1.01%
Ch. 4 WBZ-TV Boston (6) 2.28%
Ch. 3 KYW-TV Philadelphia (4) 2.97%
Ch. 2 KDKA-TV Pittsburgh (12) 1.44%
Ch. 5 KPIX(TV) San Francisco (5) 2.42%

11. □ Cox
(8.1%)

Ch. 2 WSB-TV Atlanta (15) 1.34%
Ch. 9 WSOC-TV Charlotte, N.C. (32) .76%
Ch. 7 WHIO-TV Dayton, Ohio (49) .56%
Ch. 50 WKBD-TV Detroit (7) .97%
Ch. 2 KTVU(TV) Oakland, Calif. (5) 2.42%
Ch. 11 WPXI(TV) Pittsburgh (12) 1.44%
Ch. 30 KDNL-TV St. Louis (17) .61%

12. □ Spanish International
(7.64%)

Ch. 21 KFTV(TV) Hanford, Calif. (65) .225%
Ch. 34 KMEX-TV Los Angeles (2) 2.565%
Ch. 23 WLTV(TV) Miami (14) .68%
Ch. 41 WXTV(TV) Paterson, N.J. (1) 3.86%
Ch. 41 KWEX-TV San Antonio, Tex. (44) .31%

13. □ Gaylord
(7.11%)

Ch. 43 WUAB(TV) Cleveland (11) .82%
Ch. 11 KTVT(TV) Fort Worth (8) 1.77%
Ch. 39 KHTV(TV) Houston (10) .845%
Ch. 18 WVTV(TV) Milwaukee (29) .405%
Ch. 8 WVUE(TV) New Orleans (33) .75%
Ch. 11 KSTW(TV) Tacoma, Wash. (16) 1.33%
Ch. 13 WTVT(TV) Tampa, Fla. (18) 1.19%

14. □ Hearst
(6.92%)

Ch. 11 WBAL-TV Baltimore (21) 1.01%
Ch. 5 WCVB-TV Boston (6) 2.28%
Ch. 2 WDTN(TV) Dayton, Ohio (49) .56%
Ch. 9 KMBC-TV Kansas City, Mo. (28) .82%
Ch. 12 WISN-TV Milwaukee (29) .81%
Ch. 4 WTAE-TV Pittsburgh (12) 1.44%

15. □ Gannett
(6.63%)

Ch. 11 WXIA-TV Atlanta (15) 1.34%
Ch. 56 WLVI-TV Boston (6) 1.14%
Ch. 9 KUSA-TV Denver (19) 1.15%
Ch. 11 WUSA(TV) Minneapolis (13) 1.36%
Ch. 5 KOCO-TV Oklahoma City (36) .71%
Ch. 12 KPNX-TV Phoenix (23) .93%

16. □ Belo Broadcasting
(5.65%)

Ch. 8 WFAA-TV Dallas (8) 1.77%
Ch. 13 WVEC-TV Hampton, Va. (46) .59%
Ch. 11 KHOU-TV Houston (10) 1.69%
Ch. 10 KXTV(TV) Sacramento, Calif. (20) 1.06%
Ch. 6 KOTV(TV) Tulsa, Okla. (54) .54%

17. □ Scripps Howard
(5.005%)

Ch. 9 WCPO-TV Cincinnati (27) .84%
Ch. 5 WEWS(TV) Cleveland (11) 1.64%
Ch. 41 KSHB-TV Kansas City, Mo. (28) .41%
Ch. 5 WMC-TV Memphis (41) .65%
Ch. 15 KNXV-TV Phoenix (23) .465%
Ch. 2 KJRH(TV) Tulsa (54) .54%
Ch. 5 WPTV(TV) West Palm Beach, Fla. (62) .46%

18. □ Outlet/Rockefeller
(5.0%)

Ch. 36 WATL-TV Atlanta (15) .67%
Ch. 4 WCMH-TV Columbus, Ohio (34) .74%
Ch. 59 WPDS-TV Indianapolis (25) .46%
Ch. 6 WCPX-TV Orlando, Fla. (30) .79%
Ch. 10 WJAR-TV Providence, R.I. (39) .66%
Ch. 12 KSAT-TV San Antonio, Tex. (44) .62%
Ch. 13 KOVR(TV) Stockton, Calif. (20) 1.06%

19. □ Post-Newsweek Stations
(4.7%)

Ch. 3 WFSB(TV) Hartford, Conn. (22) .94%
Ch. 4 WJXT(TV) Jacksonville, Fla. (63) .46%
Ch. 10 WPLG(TV) Miami (14) 1.36%
Ch. 4 WDIV(TV) Detroit (7) 1.94%

20. □ Times Mirror
(4.69%)

Ch. 7 KTBC-TV Austin, Tex. (81) .34%
Ch. 13 WVTM-TV Birmingham, Ala. (47) .59%
Ch. 4 KDFW-TV Dallas (8) 1.77%
Ch. 18 WETM-TV Elmira, N.Y. (166) .05%
Ch. 27 WHTM-TV Harrisburg, Pa. (48) .29%
Ch. 2 KTVI(TV) St. Louis (17) 1.22%
Ch. 3 WSTM-TV Syracuse, N.Y. (67) .43%

Fuchs blames multipay for pay slowdown

HBO executive sees many of cable's problems being caused by Hollywood

Acknowledging that "things have slowed down to a walk" at his company this year, Home Box Office Chairman and Chief Executive Officer Michael J. Fuchs last week placed much of the blame for pay cable's slump on attempts by cable operators "to force-feed high-priced packages" to their customers.

"Over the past three years, a good part of our industry's efforts have been centered on trying to sell current customers more, rather than trying to market to new subscribers or former subscribers," Fuchs told a luncheon meeting of the Southern California Cable Association last Tuesday (May 21). "When we are confronted with consumer complaints, we often are too quick to offer them something that is frequently no better or often worse than what they have already."

Declared Fuchs: "We've been fooling the public and really fooling ourselves. It is much too competitive an environment to force-feed high-priced packages [to existing subscribers]."

The HBO executive claimed multipay packaging has done "almost irreparable damage" to the reputation of his company, pay television and cable in general.

"The pay-per-view game could more than duplicate the type of damage that's happened with multipay," he continued, terming addressable delivery of motion pictures "a new gimmick."

"Home video is backing into theatrical and spilling forward into pay. Add pay-per-view, which is skinning the motion picture cat one more time, with only the movie companies deciding what goes when and where, and I promise you a ride you will never forget." Fuchs termed HBO the "heat shield" between cable and Hollywood, without which there might be "a meltdown" on the estimated $10-billion value of pay services to the cable industry.

"Let's not have our business restructured and controlled by someone else, who is smaller than we are to boot," he urged.

Fuchs labeled pay-per-view a studio-promoted "distraction" and the home videocassette recorder a television "super-charger" that "can be very complementary to cable," he said.

"It's the early movie [release] windows in front of pay [cable], furnished by the motion picture studios, that are doing the damage—not the machine." Fuchs said that a lot of VCR owners tape pay cable programing, particularly "blockbuster" movies, and outlined an HBO coping strategy that will rely increasingly on "big event" programing, fewer series and a larger volume of motion pictures.

"Quite honestly, we're in a position now where we think change for change's sake is a good idea for us," Fuchs disclosed. "Whatever that means . . . I think the business needs

CBS, 'Dallas' win finale sweepstakes

CBS captured its first prime time ratings win since the end of the regular season for the week ended May 19, with an average rating of 15.5 and an average share of 25.9. Based on Nielsen's National Television Index (NTI), NBC averaged a 14.2/24 and ABC scored a 13.2/22.2.

The combined rating/share for the week came to 42.9/72.1. The homes-using-television level for the week was 59.9, up 4% from last year's 57.9.

CBS had four of the top 10 ranked shows of the week, including the week's top-ranked show, an hour-and-a-half episode of ***Dallas***, in which the character Bobby Ewing (Patrick Duffy) was killed. ***Dallas*** easily helped CBS win Friday night, and the network took Sunday and Monday night as well. ABC won Saturday and Wednesday, which featured the week's second-ranked season show, the finale of ***Dynasty***, and NBC won Tuesday and Thursday.

Monday night featured the eighth- and ninth-ranked shows of the week, the ***ABC Monday Night Movie***, "A Death in California, Part 2," and the ***Miss America Beauty Pageant*** on CBS.

Tuesday night was a victory for the regular NBC schedule with its lineup of ***A Team***, ***Riptide*** and ***Remington Steele*** placing 10th, 11th and 13th. The strongest competition of the night came from the General Foods Golden Showcase movie, ***The Lady From Yesterday***.

Wednesday night featured the second- and fifth-ranked shows of the week, ABC's ***Dynasty*** and ***Hotel***, at 9-11 p.m. NYT. NBC, however, won the 8-9 p.m. period with ***Highway to Heaven***.

Thursday night as usual was an NBC night, with the ***Cosby Show*** and ***Family Ties***, placing third and seventh, respectively.

While CBS took Friday night on the strength of the ***Dallas*** finale, ***Falcon Crest*** placed fourth for the week. A two-hour ***V*** special on NBC averaged only a 7.6/13. The ***Dallas*** victory represented the first for the show since Feb. 22.

ABC was victorious on Saturday night with a repeat of a two-hour ***Love Boat*** special that was the evening's highest-rated show.

Sunday night saw a duel between NBC's ***Motown Returns to the Apollo*** (16.2/27) and the first part of CBS's two-part ***Christopher Columbus*** (17.4/29), both running from 8-11 p.m. NYT.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	27.5/46
2.	Dynasty	ABC	26.9/39
3.	The Cosby Show	NBC	25.8/42
4.	Falcon Crest	CBS	22.0/37
5.	Hotel	ABC	20.8/34
6.	Knot's Landing	CBS	20.2/32
7.	Family Ties	NBC	20.1/34
8.	Death in California, pt. 2	ABC	19.2/30
9.	Miss USA Beauty Pageant	CBS	18.8/29
10.	A Team	NBC	18.6/32
11.	Riptide	NBC	18.4/28
12.	Cheers	NBC	17.8/28
13.	Remington Steele	NBC	17.7/29
14.	Christopher Columbus, pt. 1	CBS	17.4/29
15.	60 Minutes	CBS	17.3/36
16.	Night Court	NBC	17.2/27
17.	Simon & Simon	CBS	16.9/26
18.	Life's Embarassing Moments	ABC	16.7/28
19.	Motown Returns to Apollo	NBC	16.2/27
20.	Honeymooners Reunion	NBC	16.1/28
21.	The Lady from Yesterday	CBS	16.0/25
22.	20/20	ABC	15.7/25
23.	Hill Street Blues	NBC	15.4/25
24.	Miami Vice	NBC	15.3/26
25.	Highway to Heaven	NBC	15.0/26
26.	Here Comes Garfield	CBS	14.6/27
27.	Love Boat	ABC	14.6/26
28.	Who's The Boss?	ABC	14.5/23
29.	Facts of Life	NBC	14.0/21
30.	TV Censored Bloopers	NBC	13.6/22
31.	Scarecrow & Mrs. King	CBS	13.3/23
32.	Deadly Intentions, pt. 1	ABC	13.3/22
33.	Peyton Place	NBC	12.6/20
34.	Hail to the Chief	ABC	12.3/19
35.	Three's A Crowd	ABC	12.1/22
36.	Gimme a Break	NBC	11.8/23
37.	Foulups, Bleeps & Blunders	ABC	11.8/20
38.	Magnum, P.I.	CBS	11.6/20
39.	Hardcastle & McCormick	ABC	11.6/20
40.	Webster	ABC	11.3/21
41.	Fall Guy	ABC	11.3/20
42.	Hunter	NBC	11.2/20
43.	Double Dare	CBS	10.7/19
44.	T.J. Hooker	ABC	10.6/21
45.	Celebrities! Where-Now	ABC	10.4/16
46.	Blade in Hong Kong	CBS	10.3/16
47.	Airwolf	CBS	10.0/18
48.	Charlie Brown Special	CBS	10.0/17
49.	Diff'rent Strokes	NBC	9.9/21
50.	Mike Hammer	CBS	9.1/16
51.	Fraud Squad	ABC	9.0/15
52.	Benson	ABC	8.7/14
53.	Cover-Up	CBS	8.1/16
54.	Ripley's Believe It Or Not	ABC	7.9/16
55.	Staff of 'Life'	ABC	7.8/13
56.	V	NBC	7.6/13
57.	Punky Brewster	NBC	7.5/15
58.	Street Hawk	ABC	7.5/13
59.	Placido Domingo Special	ABC	7.3/12
60.	Me and Mom	ABC	6.9/12
61.	Silver Spoons	NBC	6.8/14

*indicates premiere episode

■ *WOUI (88.9 mhz) Chicago—Dismissed app. to change TL and make changes in ant. sys. Action May 13.

■ KXLK (105.3 mhz) Haysville, Kan.—Denied app. to change SL. Action May 6.

■ WMSK-FM (95.3 mhz) Morganfield, Ky.—Dismissed app. to change HAAT to 279.23 ft. Action May 14.

■ KXOR-FM (106.3 mhz) Thibodaux, La.—Granted app. to change ERP to 2.4 kw. Action May 14.

■ KQYB (98.3 mhz) Spring Grove, Minn.—Granted app. to change ERP to 2.4 kw. Action May 14.

■ KBEQ (104.3 mhz) Kansas City, Mo.—Granted app. to change ERP to 100 kw; change HAAT to 986 ft.; change trans.; change ant., and change transmission line. Action May 9.

■ KYKY-FM (98.1 mhz) St. Louis—Dismissed app. to change TL and change HAAT to 1,009 ft. Action May 14.

■ KZMT (101.1 mhz) Helena, Mont.—Granted app. to change ERP to 95. kw. Action May 14.

■ KGVM (99.3 mhz) Gardnerville-Minden, Nev.—Granted app. to change TL and change HAAT to minus 816 ft. Action May 8.

■ KRNO (106.9 mhz) Reno—Granted app. to change TL and change HAAT to 2,956 ft. Action May 9.

■ WWWM (105.5 mhz) Sylvania, Ohio—Granted app. to change ERP to 2.7 kw. Action May 14.

■ WFRM-FM (96.7 mhz) Coudersport, Pa.—Granted app. to change ERP to .72 kw. Action May 14.

■ WYAV (104.1 mhz) Conway, S.C.—Granted app. to change ERP to 100 kw; change HAAT to 600.24 ft., and change TL. Action May 14.

■ WDXZ (104.9 mhz) Mount Pleasant, S.C.—Granted app. to change ERP to 1.65 kw and change HAAT to 425 ft. Action May 10.

■ WZXY (104.9 mhz) Kingsport, Tenn.—Granted app. to change ERP to 1.38 kw and change HAAT to 480 ft. Action May 9.

■ KAUM (106.3 mhz) Colorado City, Tex.—Granted app. to change HAAT to 157 ft. and returned app. to 3 kw. Action May 9.

■ KPLX (95.5 mhz) Fort Worth—Granted app. to install new transmission sys. Action May 10.

■ *KVNE (89.5 mhz) Tyler, Tex.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 898.72 ft., and make changes in ant. sys. Action May 3.

■ WLFE (102.3 mhz) St. Albans, Vt.—Granted app. to change ERP to .44 kw and change HAAT to 800 ft. Action May 8.

■ WPUF (92.7 mhz) Mechanicsville, Va.—Granted app. to change TL. Action May 13.

TV's

■ KTUU-TV (ch. 2) Anchorage—Granted app. to change ERP to vis. 100 kw, aur. 10 kw; change HAAT to 720.6 ft.; change ant., and change TL. Action May 9.

■ *WUNJ-TV (ch. 39) Wilmington, N.C.—Granted app. to change ERP to vis. 4,592 kw, aur. 459 kw; change TL; change trans., and make changes in ant. sys. Action May 8.

■ *KMBH (ch. 60) Harlingen, Tex.—Granted app. to change ERP to vis. 2,257.93 kw, aur. 225.79 kw; change HAAT to 1,220.8 ft.; change ant., and change TL. Action May 9.

Call Letters

Applications

Call	*Sought by*
	New AM's
KHTK	Dillon Broadcasting Co., Dillon, Colo.
KROL	Laughlin Roughrider Broadcasting Inc., Laughlin, Nev.
	New FM's
KSUR-FM	Anita L. Levine, Greenfield, Calif.
KWCJ	Woodridge Enterprises Inc., Willow Springs, Mo.
WJQZ	Scenic Sounds Inc., Wellsville, N.Y.
WYTE	Sharon Broadcasting Corp., Whiting, Wis.
	New TV's
WIIB	Channel 63 Inc., Bloomington, Ind.
KOCR	Metro Program Network Inc., Cedar Rapids, Iowa
KMES	Metro Program Network Inc., Ames, Iowa
	Existing AM's
WRMR	WJW Booth American Co., Cleveland
WNZT	WHEX Hadley Media Corp., Columbia, Pa.
KJJQ	KVAA Sioux Valley Broadcasting Co., Volga, S.D.
KRSS	KKER Tiner Broadcasting Co., Spokane, Wash.
	Existing FM's
WSFU-FM	WSCA A.B. Helms d/b/a Helms Broadcasting, Union Springs, Ala.
WFSN	WCKS Capitol Broadcasting Co., Cocoa Beach, Fla.
KBKC	KCMO-FM Summit Radio of Kansas City Inc., Kansas City, Mo.
KJUS	KXSS Sequel Communications, Lincoln, Neb.
KKQQ	KVXL Sioux Valley Broadcasting Co., Volga, S.D.

Addenda to the 1985 'Yearbook'

Following are additions and corrections to the BROADCASTING ■ CABLECASTING YEARBOOK 1985. They appear by page number in the same order as in the YEARBOOK.

Page B-10. Under Kenai, Alaska, **KWHQ-FM** change address to Box 852, Soldotna (99669). Change phone number to (907) 283-9430.

Summary of broadcasting
as of April 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPT /	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Page B-13. Under Globe, Ariz., insert listing for **KYOR(AM):**

KYOR(AM)—1974: 1240 khz; 1 kw-D, 250 w-N. Box N B U 415-12 (85501). (602) 425-2525. James Mace.

Page B-13. Under Green Valley, Ariz., delete listing for **KSML(AM).**

Page B-25. Under Crescent City, Calif., insert new listing for **KPOD(AM):**

KPOD(AM)—Dec 5, 1959: 1240 khz; 1 kw-U. Box Q, 825 Mason Mall (95531). (707) 464-3183. William E. Stamps, Sr. ■Bill Stamps, gen & coml mgr; Pati Stamps, pub rel; Robert Leverett, mus dir; Dwight Gregory, news dir; Cathey Andre, traf mgr. ■Rates: $7.50; 7.50; 7.50; 7.50.

Page B-31. Under Ontario, Calif., **KNTF(FM)** change address to Box 3520 (91761-1030). Change phone number to (714) 980-6700. Change VP & gen mgr to Jack L. Siegal.

Page B-36. Under San Francisco, **KMEL(FM)** change phone number to (415) 391-9400. Delete Carlotta Campbell, pub affrs dir.

Page B-44. Under Grand Junction, Colo., **KQIL(AM)** change frequency to 1340 khz. Change power to 1 kw-U. Insert: (CP: 1370 khz; 5 kw-D, 2.5 kw-N, DA-N.).

Page B-44. Under Kremmling, Colo., insert listing for **KSKE(FM):**

KSKE(FM)—Nov 1983: 106.3 mhz; 152 w. Ant 1096 ft. Stereo. Box 3298, Winter Park (80482). (303) 726-5092. Middle Park Communications Corp. Net: NBC Source. Format: Contemp. ■David L. Sheppard, pres; Donn Erisman, gen mgr; Brian Batchelder, prog dir; David Sala, chief engr. ■Rates: $19.50; 16.50; 19.50; 14.50.

Page B-62. Under Tallahassee, Fla., **WBGM(FM)** change frequency to 98.9 mhz.

Page B-72. Under Valdosta, Ga., change **WAAC(AM)** to **WGOV(AM)**. Change **WGOV-FM** to **WAAC(FM)**.

Page B-75. Under Coeur d'Alene, Idaho, **KCDA(FM)** change licensee to Idaho Bcstg Co.

Page B-96. Under Boone, Iowa, **KSKB(FM)** change city of license to Brooklyn, Iowa. Add phone number: (305) 267-3000.

Page B-107. Under Cynthiana, Ky., **WCYN-AM-FM** change address to 10 Court St.

Page B-117. Under New Orleans, change **WNNR(AM)** to **WLTS(AM)**. Change frequency to 990 khz. Change phone number to (504) 943-9019. Change **WLTS(AM)** to **WYLD(AM)**.

Page B-123. Under Bethesda, Md., **WLTT(FM)** change phone number to (301) 984-6000.

Page B-124. Under Frederick, Md., **WFRE(FM)** change frequency to 99.9 mhz.

Page B-128. Under Lowell, Mass., change **WSSH(AM)** to **WLLH(AM)**. Change **WSSH-FM** to **WSSH(FM)**.

Page B-143. Under Goodland, Minn., delete lisitng for **KGKS-FM**.

Page B-159. Under Marshall, Mo., change **KMFL(AM)** to **KMMO(AM)**.

Page B-176. Under Albuquerque, N.M., insert listing for **KFLQ(FM):**

KFLQ(FM)—Not on air, target date Jan 1986: 91.5 mhz; 22.5 kw. Ant 4,060 ft. Stereo. Box 8384 (87198). (505) 266-8688. Family Life Bcstg (acq 1982). Format: Relg. ■Warren Bolthouse, pres; Peter Brooks, stn mgr; Greg Kinzy, mus dir; Jon Webber, news dir; Jeff Nelson, community rel dir; Dick Lindley, chief engr.

Page B-206. Under Bucyrus, Ohio, change **WBCQ(AM)** to **WBCO(AM)**. Change **WBCO(FM)** to **WBCQ(FM)**.

Page B-229. Under Homer City, Pa., change **WRID (AM)**to **WCCS(AM)**. Change frequency to 1160 khz.

Page B-239. Under Charleston, S.C., insert listing for **WAVF(FM):**

C1750-1A

The Fifth Estate

Broadcasting Jun 3

1985
THE YEAR OF
MATT HOUSTON

WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company

54th Year 1985
NCTA CONVENTION

20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 108 No. 22

Broadcasting Jun 3

NCTA on center stage in Las Vegas
"At Large" with Tony Hoffman
Gearing up for Montreux

BETTER BOTTOM LINES ☐ Cable industry heads to Las Vegas in upbeat mood. Arthur D. Little study to forecast expanding profitability in next five years. **PAGE 27.**

WINNING NUMBERS ☐ NBC wins May sweeps. Top markets log in with results. **PAGE 31.**

MONEY TALK ☐ In this "At Large" interview, leading communications business analyst Tony Hoffman talks with BROADCASTING editors about the current rush of Fifth Estate mergers-takeovers and the dollars and sense of escalating station prices. **PAGE 36.**

NCTA 85 ☐ On the eve of NCTA's 34th annual convention, BROADCASTING sat down with NCTA President Jim Mooney to review his first year in office, a year marked by the successful passage of the Cable Communications Policy Act. **PAGES 48-54.** The slowdown in the growth in pay services has forced them to re-examine marketing strategies. Pay per view also seen as a revenue vehicle. **PAGE 54.** CTAM's new executive director, Vic Parra, is out to bring the message of cable to the people. **PAGE 57.** The onset of broadcast stereo is causing some problems for cable systems. **PAGE 59.**

SOUND OF TECHNOLOGY ☐ International technical symposium on television set for Montreux later this week, with further refinements in digital VTR's and HDTV on the agenda. **PAGE 77.**

ALL-STAR TECHNOLOGY ☐ NBC plans to use stereo sound and Skycam for Major League Baseball's All-Star game in Minneapolis next month. **PAGE 80.**

LETTER FALLOUT ☐ Comsat criticizes letter exchange between FCC's Fowler and Intelsat's Colino over separate systems policy. **PAGE 82.**

RIGHTS EXTENSION ☐ Supreme Court extends rights of lawyers to advertise. **PAGE 84.**

NNOW WE ARE SIX ☐ Finansat becomes sixth applicant at FCC for authority to launch international communications satellite service. **PAGE 85.**

PLUGGING THE DYKE ☐ Networks prepare new summer series, specials and movies to combat audience erosion during summer months. **PAGE 88.**

PUBLIC BUSINESS ☐ National Public Radio board approves new business plan for noncommercial radio network aimed at making it more financially independent. **PAGE 99.**

CHITOWN MEETING ☐ BPME/BDA how-to show for broadcast promotion and design executives set to open this week in Chicago. **PAGE 101.**

NEGLIGIBLE EFFECT ☐ AEI study finds networks' reporting had little effect on outcome of 1984 election. **PAGE 105.**

REINFORCEMENTS ☐ Another study backs findings of Sidle panel that media should have some access to military actions. **PAGE 105.**

PUBLIC SPIRIT ☐ Attorney John Lane has made his living fighting the networks, earning both a reputation as a "tough minded and able" lawyer, and the respect of allies and opponents. **PAGE 127.**

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Stereo sound still a question mark for cable

Some systems have no trouble delivering BTSC audio, but many are experiencing problems with incompatibility of stereo with set-top baseband converters

Cable systems in the 37 markets with TV stereo broadcasters have met with mixed success in carrying the stations' stereo signals, according to early reports from cable operators and broadcasters.

As anticipated, the biggest problem to emerge is the industry-selected BTSC multichannel sound signals' incompatibility with the increasingly popular baseband scrambling systems. However, most cable systems seem to be able to carry stereo signals with little or no interference with mono sound of video signals. The small number of stereo receivers in the hands of consumers makes it difficult to gauge how many cable subscribers are receiving the broadcast stereo signals with full fidelity and separation.

"In a lot of cases, cable systems successfully carry BTSC sound," noted Alex Best of Scientific-Atlanta. "It boils down to the particular type and vintage of system."

Wendell Bailey, the National Cable Television Association's vice president of science and technology, commented: "My best guess is that most systems are carrying it in those cases where they haven't caused directly identifiable problems. We haven't expected much in the way of devastating problems with MTS, although there have been several reports of direct problems, like buzzing. These have been minor, but it's a big question since we still don't have many consumers with stereo TV sets out there."

The cable industry, concerned with the impact of what it believes could be hundreds of millions of dollars in upgrade costs, has focused most of its attention on set-top converters and head-end processors with which BTSC is thought to be incompatible. Best, chairman of an NCTA ad hoc multichannel sound subcommittee, explained several possible scenarios for cable systems.

One scenario where the cable operator could expect few difficulties is with systems having heterodyne signal processors at the headend, an unscrambled signal and RF set-top converters, according to Best.

But in another scenario, involving a signal scrambling scheme to defeat power decoders used by some subscribers to get pay channels for free, the stereo light of legitimate viewer's receiver could be triggered even if stereo material was not present, Best said.

The third and possibly most worrisome possibility involves the use of baseband set-top converters which modulate and demodulate the aural carrier. Baseband converters are less widely used than sync suppression-type converters made by Scientific-Atlanta, Jerrold, Oak and Pioneer, but largely because of volume control and enhanced security features, have gained in popularity since they were introduced over the past several years by manufacturers including Zenith and Jerrold's Tocom division.

Best and others in the cable industry believe baseband converters will not carry BTSC stereo at all, and Zenith, for example, has already developed a new "stereo compatible" version of its baseband converter.

Also unsure of baseband converters successfully carrying BTSC is Joe Van Loan, vice president of engineering, Viacom Cable. "A great compatibility problem awaits us in areas using the Zenith baseband converters," he said. "Although headend modifications seem to be minimal, any change to stereo-compatible converters would have to be driven by consumer demand."

Viacom cable systems operate in four markets (New York, San Francisco, Cleveland and Seattle) in which stereo TV stations are now broadcasting, Van Loan noted. In San Francisco, for instance, 100,000 baseband converters are already in place.

The number-five market also worries San Jose, Calif.-based Gill Cable, which carries the two San Francisco stereo stations, KRON-TV and KTZO. "We're carrying them in stereo to our basic subscribers," said David Large, Gill's chief technician. "But of our 107,000 subs, 35,000-40,000 have addressable converters and half of those are baseband. Those premium customers with baseband converters are not getting stereo."

Also experiencing difficulties with baseband converters is the Detroit market, where NBC affiliate WDIV began broadcasts in early May. Linc Reed Nickerson, WDIV chief engineer, noted: "We're finding the larger systems are passing the pilot, but no stereo. They're having problems with their baseband converters." According to Nickerson, however, the older 12-channel heterodyne systems, representing about 10% of the total, are successfully passing the stereo signal.

St. Louis, with stereo broadcaster KPLR-TV, has not been trouble-free either. According Jim Wright, KPLR-TV vice president of operations, one local cable system owned by Storer is upgrading its set-top converters to provide stereo service, but other area systems are experiencing difficulties in both the headend and baseband converters.

Portland, Ore., and San Antonio, Tex., are two other markets where the baseband converters of local cable operators are not carrying stereo broadcasts. At KATU Portland, a direct RF cable feed system was devised by the station with the city's two major cable systems, Rogers Cablesystems and Liberty Cable Television, to provide the operators with KATU's stereo signal, but nevertheless, the baseband converters used by the cable systems' higher tier subscribers are not getting the stereo service.

A similar situation has arisen at San Antonio's KSAT-TV, according to David Carr, chief engineer, with local subscribers using the Zenith converter unable to get stereo.

Although baseband converters may remain a long-term issue between cable operators and stereo broadcast stations, other markets have shown better overall results in efforts to place the BTSC stereo service on local cable systems.

In Chicago, for example, the first market to have broadcast TV stereo beginning in August 1984, PBS affiliate WTTW is now being successfully carried by local cable systems, said Larry Ocker, the station's vice president of engineering. "Yes, they are carrying it," he said. "Just one was having difficulties. It was a system with baseband converters at the headend, so they could not carry stereo and were distorting mono. That mono distortion has been resolved as far as we know since early spring."

In Denver, the situation also appears good for NBC affiliate KCNC-TV, according to David Layne, chief engineer. "I anticipated quite a few complaints after we went on the air in February, but we haven't received them."

Cooperation between cable operators and broadcasters has also helped in Jacksonville, Fla., where WTLV converted to MTS last November, and in New Orleans, where WYES-TV's stereo signal is carried with only a small loss in separation.

"The most exciting response has been from cable companies we've been visiting that realize it's the coming thing," noted Clyde Smith, WTLV chief engineer, shortly after the switch.

Problems still remain ahead, however, for the relatively new broadcast service, according to some in the cable industry. One is the capability of the first stereo TV sets to receive the service with little interference or degradation.

"We have seen problems with both mono and stereo receivers, in particular in the Seattle market," said Viacom's Van Loan. "Several mono sets were brought to our attention, and we found they had a tendency toward buzzing and popping sounds. Similar problems with a stereo set were raised, and have also been resolved."

"We've had some comments on 'scratchy' sounds on sets, as has the other stereo station in Seattle," acknowledged Charles Morris, KIRO-TV chief engineer. "The problems have generally been associated with newer units without the fine tuning knobs."

Morris believes, however, that much of the quality problems of stereo sets, including some of the 15,000-20,000 estimated to be in the Seattle market, rest with the receiver manufacturers themselves.

"TV listeners have been cheated for so many years they don't know what good sound is," he said. "Receiver manufacturers have the opportunity to improve the quality, but they need to get off their duff and get better speakers. Sound deficiences are usually related to the tinny, resonant speakers in the sets, rather than the TV's audio system itself."

Another issue which raises questions not only for cable operators, but for broadcasters as well, is the extensive use of synthesized stereo material, due to the shortage of true, discrete stereo programing.

"Many stereo effects with synthesizers are simply not perceptible because of the low separation figures," commented Van Loan. Large agreed: "Although we use a synthesizer ourselves and it does sound better than mono, it's used mostly to make the stereo light go on. It isn't really stereo."

KIRO-TV's Morris agreed: "There is a problem of credibility with synthesized stereo, although I'm personally enthralled with the sound. Most of our audience complaints have been on the lack of discrete material."

Another potential concern is tied to a multichannel sound service, second audio program (SAP) channel, that few broadcasters have even begun because of the relative difficulty in including it in stereo conversion. "I'm concerned with the possibility of cross-talk with SAP," noted Scientific-Atlanta's Best. "Although all the measurements say it shouldn't be a problem, there are very few yet trying it and it concerns me."

A final reality stereo broadcasters may have to face is that local cable systems may simply decide that stereo is best presented to cable households through a non-BTSC system provided separately by the operators themselves. At least one major MSO, according to Best, is considering reformatting BTSC at the headend and offering another consumer box connected to a home hi-fi to demodulate stereo, in order to avoid any interaction between cable and BTSC signals.

Large of Gill Cable, in discussing possible solutions to the baseband converter dilemma, commented: "We in the cable industry could all agree BTSC stinks and provide an out-of-band premium sound system with a $100 box." Gill Cable will conduct its own listening test within the next two months, Large added, in which alternative stereo distribution methods will be checked.

What approach cable systems will eventually take with stereo TV remains a mystery at this early stage, according to Marty Lafferty of superstation WTBS, which began stereo broadcasts in Atlanta during April.

"Some want to make stereo synonymous with cable," he noted. "But by and large the cable industry has not yet figured it out." ☐

Broadcast stereo's place in the cable universe

State (ADI rank, 1983-84 Arbitron)	Station(s)	Affiliation	Cable Households (May 1985 Arbitron)
Tuscaloosa, Ala. (186)	WDBB(TV)	Ind	29,500
Anchorage, Alaska (unranked)	KTVA(TV)	NBC	20,000*
Los Angeles (2)	KTLA(TV)	Ind	1,458,100
Sacramento-Stockton, Calif. (20)	KOVR(TV)	ABC	288,100
	KRBK-TV	Ind	
	KXTV(TV)	CBS	
San Francisco (5)	KRON-TV	NBC	906,600
	KTZO(TV)	Ind	
Denver (19)	KCNC-TV	NBC	374,900
Hartford-New Haven, Conn. (22)	WFSB(TV)	CBS	502,300
	WTIC(TV)	Ind	
	WTXX(TV)	Ind	
Washington (9)	WRC-TV	NBC	344,800
	WDCA-TV	Ind	
Jacksonville, Fla. (63)	WTLV(TV)	ABC	204,700
Miami (14)	WPBT(TV)	PBS	524,300
Atlanta (15)	WTBS(TV)	Ind	421,700
Chicago (3)	WTTW(TV)	PBS	740,800
Des Moines, Iowa (66)	KDIN-TV	PBS	163,300
Wichita-Hutchinson, Kan. (57)	KAKE-TV	ABC	252,900
New Orleans (33)	WYES-TV	PBS	352,800
Baltimore (21)	WJZ-TV	ABC	213,900
	WMPB(TV)	PBS	
	WMPT(TV)**	PBS	
Boston (6)	WGBH-TV	PBS	796,100
	WVJV(TV)	Ind	
Detroit (7)	WDIV(TV)	NBC	498,800
St. Louis (17)	KPLR-TV	Ind	320,800
Las Vegas (99)	KRLR(TV)	Ind	67,500
	KTNV-TV	ABC	
Charlotte, N.C. (32)	WBTV(TV)	CBS	271,100
	WSOC-TV	ABC	
Greensboro-Winston-Salem-High Point, N.C. (51)	WXII(TV)	NBC	208,500
New York (1)	WNBC-TV	NBC	2,287,900
Cincinnati (27)	WCET(TV)	PBS	299,400
Cleveland (11)	WVIZ-TV	PBS	586,200
	WCLQ-TV	Ind	
Portland, Ore. (24)	KATU(TV)	ABC	385,700
Harrisburg-York-Lancaster-Lebanon, Pa. (48)	WGAL-TV	NBC	271,100
Providence-New Bedford, R.I. (39)	WJAR-TV	NBC	230,600
	WPRI-TV	ABC	
Greenville-Spartanburg, S.C.-Asheville, N.C. (37)	WAXA(TV)	Ind	236,500
	WYFF-TV	NBC	
Knoxville, Tenn. (58)	WATE-TV	ABC	208,800
Dallas-Fort Worth (8)	KERA-TV	PBS	540,100
Houston (10)	KUHT(TV)	PBS	615,300
San Antonio (44)	KSAT-TV	ABC	289,000
Wichita Falls, Tex.-Lawton, Okla. (128)	KJTL(TV)	Ind	103,100
Salt Lake City (42)	KSL-TV	CBS	176,800
	KUED(TV)	PBS	
Richmond (Charlottesville), Va. (55)	WVIR-TV	NBC	191,000
Seattle-Tacoma (16)	KIRO-TV	CBS	537,100
	KOMO-TV	ABC	

Notes: Noncommercial WNJT(TV) Trenton, N.J., is providing a reading-for-the-blind service over its separate audio program (SAP) channel, but no stereo.
* Household estimate from BROADCASTING's own research.
** Repeats 100% programing of WMPB(TV).

Total Number of Markets = 37
Total Number of Stations = 53
Total Cable Penetration = 15,914,900

BROADCASTING's Top 50 MSO's

	Company	*Basic subscribers*	*Homes passed*	*Basic penetration*	*Pay units*	*Total homes in all franchises*
1	TCI (Dec. 31, 1984)	3,578,000	6,297,000 est.	58.2	2,612,000	N/A
2	ATC (Dec. 31, 1984)	2,500,000	4,500,000	55.5	2,300,000	N/A
3	Group W (March 31)	2,039,794	3,854,003	52.9	1,557,407	4,600,000
4	Cox	1,510,869	2,702,501(Dec. 1984)	55.9	1,449,817	N/A
5	Storer (March 31)	1,500,000	2,737,000	54.8	1,454,000	3,294,000
6	Warner Amex	1,204,419	2,716,537	44.3	900,970	2,865,133
7	Continental (March 31)	1,033,000	1,880,000	54.9	1,171,000	2,150,000
8	Times Mirror (March 31)	978,340	1,985,860	49.2	848,428	N/A
9	Newchannels	916,822	1,496,001	61.3	972,179	N/A
10	United	834,000	1,481,000	56.3	729,000	N/A
11	Viacom (March 31)	798,528	1,486,200	53.7	619,722	1,651,500
12	UA Cablesystems	713,000	1,184,000	60.2	555,000	N/A
13	Sammons (April 24)	659,719	1,075,284	61.3	597,691	N/A
14	Cablevision	595,657	1,176,587	50.6	1,648,215	N/A
15	Rogers (March 31)	590,948	1,209,184	48.9	743,901	N/A
16	Comcast	480,884	842,668	57.1	487,381	N/A
17	Jones Intercable (March 31)	466,514	736,717	63.3	356,357	940,207
18	Telecable	456,833	746,004	61.2	478,066	N/A
19	Heritage	452,303	805,621	56.1	313,407	848,864
20	McCaw (March 31)	382,300	615,000	62.2	248,500	800,000 est.
21	Cablecom	375,000	569,000	65.9	165,000	578,000
22	Prime Cable	335,329	403,395	83.1	373,196	450,000
23	Century	310,000	450,000 est.	68.8	200,000	N/A
24	Wometco	304,000	541,400	56.2	235,400	650,000 est.
25	Daniels & Associates	300,569	593,258	50.7	352,554	N/A
26	Centel (May 10)	299,867	475,242	63.1	231,410	N/A
27	Multimedia	271,000	471,187	57.5	262,166	472,779
28	TCA Cable TV	270,611	350,000	77.3	91,443	355,000
29	Cablevision Industries	262,769	289,838	90.7	180,685	359,814
30	American Cablesystems	261,399	461,580	56.6	343,612	514,200
31	Maclean-Hunter	244,600	494,600	49.5	310,600	515,000
32	Scripps Howard (March 31)	234,742	445,916	52.6	286,772	N/A
33	Colony	215,186	413,431	52.0	220,652	470,800
34	Service Electric	210,000	300,000	70.0	75,000	N/A
35	Tribune	200,000	433,000	46.2	187,000	735,000
36	Adelphia	195,434	296,498	65.9	172,054	326,148
37	Rollins	194,500	312,900	62.2	162,040	359,600
38	Comm. Services (Sept. 1983)	175,000	N/A	N/A	99,500	N/A
39	Harron	173,446	250,000	69.4	111,294	300,000
40	Western	154,251	209,047	73.8	84,288	N/A
41	Cablentertainment	153,013	206,165	74.2	78,585	N/A
42	Adams Russell	144,227	252,333	57.2	144,969	304,003
43	Harte-Hanks	140,555	298,641	47.1	123,771	349,754
44	McDonald (May 1983)	139,585	179,789	77.6	87,028	N/A
45	NY Times	123,134	230,840	53.3	122,507	N/A
46	Midwest (Sept. 1983)	120,000	220,000	60.0	62,000	N/A
47	Harris (March 31)	117,846	212,750	55.4	99,820	325,000
48	Televents	112,100	155,800	71.9	69,600	160,000 est.
49	Armstrong	111,797	158,445	70.6	73,374	N/A
50	Lenfest (March 31)	111,388	232,000	48.0	100,863	329,000

BROADCASTING's annual roundup of the top 50 cable MSO's shows Tele-Communications Inc. increasing its margin as the nation's largest, aided by new purchases (Tele-Media, for instance) and joint ventures. Should TCI and number-two ranked American Television and Communications purchase Warner Amex (BROADCASTING, May 27), their margin over the other cable companies would increase significantly.

The figures for United Artists Cablesystems include its purchase of General Electric's cable systems, which moved UA from 20th last year to 12th.

The slowdown in pay services is evident in the chart. This year, as last year, 13 companies had more pay units than basic subscribers.

Figures for United include 100% of all co-ventures. The figures for McCaw include the company's pending acquistions. Scripps Howard figures include its percentage share of joint ventures.

All figures are as of April 30 unless otherwise noted.

appealed to the audience.

In addition, the spokesman added, ABC will pre-empt several Wednesday and Thursday night lineups to present *ABC Movie Specials*. Although the titles on the special movie nights will also be repeats, the spokesman said, they are expected to repeat better than the network's regularly scheduled programing, which on Wednesday includes serial dramas *Dynasty* and *Hotel*. ABC's Thursday night schedule was the lowest rated nightly average of any network this past season.

NBC is also reviewing its options. The only summer series it is committed to run so far is *Michael Nesmith's Television Parts* for a seven-week run. It is tentatively scheduled to premiere Friday, June 14, at 8 p.m. Also, as previously reported, NBC News will launch a new prime time news magazine series hosted by Roger Mudd, *American Almanac*. The program will broadcast monthly during the fourth quarter and perhaps will have a weekly slot by the "second season."

NBC sources confirmed also that NBC Entertainment President Brandon Tartikoff is reviewing two other possible summer replacement series, *Motown Review* and *Our Time*. The former would be hosted by Smokey Robinson, and the latter by Karen Valentine. *Motown Review*, from Motown Productions, is a made-for-television revival of the Motown roadshow that traveled the country in the 1960's, while *Our Time*, from Carson Productions, is described as a young adult-oriented variety show appealing to upscale-minded viewers.

Embassy Television's *Double Trouble* will return to the schedule on Wednesday, June 5, at 9:30-10, replacing the canceled *Sara*, for an unspecified number of repeat broadcasts.

Finally, NBC has bought five one-hour episodes of *OceanQuest* from Guber-Peters Productions in association with Centerpoint Television, which is described as an "investigation of the ocean in dramatic form" hosted by a former Miss Universe. The limited series could run in August, sources said.

The networks' principal reason for introducing new series during the summer is to prevent viewers from turning to alternate media, particularly pay cable and independent stations, which usually experience an increase in ratings during the summer months. Over the last five years, HUT levels have remained stable over the "elongated" summer season—the stretch between April and September—while the combined network share has fallen 18%. The combined network rating has dropped seven points between 1979 and 1984, so that despite a 14% growth in the number of U.S. television households over the same period, 1.3 million fewer households are watching network television today than five years ago.

According to CBS/Broadcast Group President Gene F. Jankowski, CBS has no choice but to offer audiences the option to view first-run programing if the network wants to remain competitive during the sum-

NBC racks up another post-season win

NBC won the prime time ratings victory for the week ending May 26, slightly edging CBS in the ratings and tying it in share. Based on Nielsen's National Television Index (NTI), NBC had a 13.8 rating and a 25 share, while CBS scored a 13.7/25. ABC was third for the week with a 12.5/22.

Although ABC finished third, it won three nights—Monday, Wednesday and Saturday. But its ratings on Tuesday, Thursday, Friday and Sunday—it finished last each night—brought it down to third. CBS also won three nights, Thursday, Friday and Sunday. That left Tuesday night for NBC, but the network finished in second or tied for second on five nights to edge CBS for the top spot.

There were five regular series, three specials and two movies in the top 10, four of them repeats. The previous week, one special and two repeats were in the top 10, as a number of season finales reached the top spots. The two highest-rated shows two weeks ago, the season finales of ***Dallas*** and ***Dynasty***, did not appear on the schedule this week.

In all, there were 31 repeats and 16 specials among the 55 programs that aired this week. HUT levels were up 4% from last year's 54.4 to 56.5, despite the generally low ratings for the week.

■ Monday night witnessed a dramatic rise in the ratings of ABC's two-part ***Deadly Intentions***, with its second part getting a 21.3/32. The show placed second for the week and helped ABC to its win that night. The two-night average came to 17.3/27. The second part of ***Christopher Columbus*** on CBS fell from its first-part performance to a 15.8/25, giving the two parts an average of 16.6/27. The second highest-rated program of the night was NBC's ***Prime Time Boxing*** (18.5/29), the sixth-ranked show of the week, featuring Larry Holmes in his heavyweight title defense.

■ Tuesday night belonged to NBC, as the 10th-ranked ***A Team***, plus ***Riptide*** and ***Remington Steele***, outperformed the competition, which included the eighth-ranked ***CBS Tuesday Night Movie***, "Do You Remember Love."

■ An ***ABC Theater*** presentation, the fifth-ranked "Right To Kill" (19/31), 9-11 p.m. NYT, was the highest-rated show on Wednesday and managed to fill the place of ***Dynasty***, giving ABC the Wednesday win it has often enjoyed. ABC's only real competition came from a two-hour ***Highway to Heaven*** on NBC, which scored a 16.6/28, ranking 11th for the week.

■ CBS won Thursday with the number one-ranked show of the week, the season finale of ***Knots Landing***. The show was helped by its ninth-ranked lead-in, ***Simon and Simon***. The strength of NBC's regular lineup prevailed at 8-9:30, with the third, seventh and 13th-ranked shows, ***The Cosby Show***, ***Family Ties*** and ***Cheers***, but they were not enough to overcome CBS.

■ On Friday, CBS won with the season finale of ***Falcon Crest***, which ranked 12th for the week, besting a two-hour episode of ***Miami Vice*** on NBC, which finished 20th. After last week's finale, CBS pre-empted ***Dallas*** with the movie, "Caddyshack."

■ On Saturday, the only programs to make it into double-digit ratings were on ABC, as ***T.J. Hooker*** and the ***ABC Movie Special***, "International Airport," prevailed.

■ Although NBC had the fourth-ranked program of the week, ***NBC Sunday Night Movie***, "Deceptions, Part I," 9-11 p.m. on Sunday, CBS still won the night with its four regularly scheduled hours. A re-broadcast of the Indianapolis 500 on ABC scored only a 9.7/18.

Rank	Show	Network	Rating/Share
1.	Knot's Landing	CBS	22.9/38
2.	Deadly Intentions II	ABC	21.3/32
3.	The Cosby Show	NBC	21.1/38
4.	Deceptions, pt. 1	NBC	19.6/36
5.	Right to Kill	ABC	19.0/31
6.	Boxing, Holmes vs. Williams	NBC	18.5/29
7.	Family Ties	NBC	18.1/31
8.	Do You Remember Love?	CBS	17.4/29
9.	Simon & Simon	CBS	17.1/2[illegible]
10.	A Team	NBC	16.8/29
11.	Highway to Heaven	NBC	16.6/28
12.	Falcon Crest	CBS	16.4/30
13.	Cheers	NBC	16.1/26
14.	Riptide	NBC	16.1/28
15.	Christopher Columbus, pt. 2	CBS	15.8/25
16.	Remington Steele	NBC	15.4/26
17.	Hardcastle & McCormick	ABC	15.3/25
18.	Night Court	NBC	[illegible]/24
19.	Murder, She Wrote	CBS	14.4/30
20.	Miami Vice	NBC	14.4/27
21.	60 Minutes	CBS	14.3/34
22.	Trapper John, M.D.	CBS	14.3/25
23.	Who's The Boss?	ABC	14.0/23
24.	Crazy Like a Fox	CBS	13.9/25
25.	One Too Many	ABC	13.9/24
26.	TV Bloopers and Prac. Jokes	NBC	13.4/22
27.	International Airport	ABC	13.0/27
28.	Hill Street Blues	NBC	12.9/22
29.	Chiller	CBS	12.6/20
30.	20/20	ABC	12.5/21
31.	Magnum, P.I.	CBS	12.3/22
32.	Caddyshack	CBS	12.2/24
33.	Hail to the Chief	ABC	12.2/19
34.	Dom De Luise & Friends	ABC	11.8/20
35.	Battle of Network Stars	ABC	11.0/18
36.	Yearbook: Class of 1967	CBS	10.8/19
37.	Fall Guy	ABC	10.8/19
38.	Benson	ABC	10.7/22
39.	St. Elsewhere	NBC	10.6/17
40.	Double Dare	CBS	10.4/18
41.	Webster	ABC	10.2/22
42.	T.J. Hooker	ABC	10.1/24
43.	Indianapolis 500	ABC	9.7/18
44.	Mike Hammer	CBS	9.2/19
45.	Goldie and the Bears	ABC	9.0/19
46.	Jimmy the Kid	NBC	8.6/19
47.	Scene of the Crime	NBC	8.6/18
48.	Hunter	NBC	8.6/17
49.	Airwolf	CBS	8.0/17
50.	V	NBC	7.2/15
51.	Punky Brewster	NBC	7.0/16
52.	Ripley's Believe It Or Not	ABC	6.9/16
53.	Generation	ABC	6.5/12
54.	Silver Spoons	NBC	5.9/15
55.	Cover-Up	CBS	5.3/13

*indicates premiere episode

ALJ Joseph Chachkin made following decision:

- **Midland, Tex.** (Midland Telecasting Co. Inc., et al) TV proceeding. By separate orders: granted motion by Plains Television Ltd. and dismissed with prejudice app. for assignment of lic. from Midland to Plains; granted bureau's motion and dismissed with prejudice Midland's app. for lic. renewal; granted West Texas Communications's app. for new TV station at Midland, and terminated proceeding. By order and MO&O, May 14.

ALJ John H. Conklin made following decisions:

- **Mobile, Ala.** (Mobile TV 61 Inc. and South Alabama Telecasters) TV proceeding. Granted motion for summary decision by South Alabama and resolved air hazard issue in its favor. By order, May 6.
- **Los Angeles** (RKO General Inc., et al) AM and FM proceeding. Granted motions by Belvedere Broadcasting Limited Partnership and Hobart Broadcasting Limited Partnership and dismissed their apps. with prejudice. By orders, May 6.

ALJ John M. Frysiak made following decisions:

- **Lake Worth, Fla.** (Lake Worth Communications, et al) TV proceeding. Granted joint request for settlement agreement by Hispanic Broadcasting Inc. and Minority Television Inc. and dismissed Minority's app. with prejudice. By MO&O, May 9.
- **Vero Beach, Fla.** (De Beau Broadcasting Inc., et al) FM proceeding. By separate orders: granted motion by Florida Coastal Broadcasting Inc. and dismissed De Beau Broadcasting Inc.'s app. with prejudice and granted motion by Central Communications Inc. and dismissed its app. with prejudice. By MO&O, May 10 and by order, May 16.
- **Bethesda, Md., and Washington** (RKO General Inc., et al) AM and FM proceeding. Granted motion by Washington Metropolitan Broadcasters Inc. and dismissed its AM and FM apps. with prejudice. By order, May 7.
- **Las Vegas** (Way of the Cross of Nevada, et al) TV proceeding. Granted joint requests for settlement agreement by Rebel Broadcasting Corp. and People of the Fire Ltd. and settlement agreement by People of the Fire and LV Pictures, and dismissed apps. of LV and Rebel with prejudice. By MO&O, May 9.

ALJ Joseph P. Gonzalez made following decision:

- **Tyler, Tex.** (Big Six-O TV, et al) TV proceeding. By separate orders: granted motion for summary decision by Vestcom Broadcasting and resolved air hazard issue in its favor; granted joint request for settlement agreement; dismissed with prejudice apps. of Big Six-O TV, Minority TV of Tyler Inc., and Channel 60 Corp.; granted Vestcom Broadcasting Inc.'s app. for new TV station at Tyler, and terminated proceeding. By MO&O, May 10 and May 14.

ALJ Byron E. Harrison made following decision:

- **Helena, Mont.** (John R. Powley and Haynes Communications Co.) TV proceeding. Granted joint request for settlement agreement; dismissed Haynes' app. with prejudice; granted Powley's app. for new TV station at Helena, and terminated proceeding. May 13.

ALJ Edward Luton made following decisions:

- **Hyannis, Mass.** (Puopolo Communications Inc., et al) FM proceeding. Granted motion and dismissed Cape Cod Broadcasters's app. with prejudice. By order, May 14.
- **New York** (RKO General Inc., et al) AM and FM proceeding. By separate orders: granted motion by BCCL Radio and dismissed its app. with prejudice and granted motion by First City Communications Inc. and dismissed its app. with prejudice. By order, May 14.
- **Carolina, P.R.** (Educational Television of Carolina and R. y F. Broadcasting) TV proceeding. Granted motion for summary decision by R. y F. Broadcasting and resolved air hazard issue in its favor. By order, May 14.
- **Lebanon, Tex.** (Wilson County Broadcast Services Inc., et al) AM proceeding. Granted motion for severence and grant of app. by Wilson County. By MO&O, May 14.

ALJ Walter C. Miller made following decision:

- **Boston** (RKO General, et al) AM and FM proceeding. Granted motion by Fenway Broadcast Associates and dismissed its AM app. with prejudice. By order, May 3.

ALJ Joseph Stirmer made following decision:

- **Paducah, Ky.** (Johnny G. Box, et al) TV proceeding. By separate orders: granted motion for summary decision by TV-49 and resolved air hazard issue in its favor; granted joint request for settlement agreement; dismissed apps. of Johnny Box and Amos Communicatons Inc. with prejudice; granted TV-49's app. for new TV station at Paducah, and terminated proceeding. By MO&Os, May 6 and May 7.

ALJ James F. Tierney made following decisions:

- **Port Huron, Mich.** (Brian Haskin, et al) TV proceeding. Granted joint request for settlement agreement; dismissed apps. of Brian Haskin and TV 46 Corp. with prejudice; granted Haney Communications' app. for new TV station at Port Huron, and terminated proceeding. By MO&O, May 6.
- **Gallup, N.M.** (Keith E. Lamonica and Connie T. Catsis) FM proceeding. Granted jointed request for joint settlement agreement; dismissed Lamonica's app. with prejudice; granted Catsis's app. for new FM station at Gallup, and terminated proceeding. May 6.
- **Raleigh, N.C.** (Charles Ray Shinn, et al) TV proceeding. Granted motion for summary decision by The L Broadcasting Co. and resolved air hazard issue in its favor. By MO&O, May 15.

Call Letters

Applications

Call	*Sought by*
	New FM's
WCJX	Constance J. Wodlinger, Miramar, Fla.
KZBL	Barron Broadcasting Inc., Natchitoches, La.
KTRA	Dewey Matthew Runnels, Farmington, N.M.
	Existing AM's
WEGZ	WGGG Micanopy Broadcasting Co., Gainesville, Fla.
KWOF	KLEU Michael Facciani Ministries Inc., Waterloo, Iowa
WBEM	WWBR Baughman Media Inc., Windber, Pa.
KDSI	KOPY Jefco Enterprises Inc., Alice, Tex.
	Existing FM's
WLKQ	WGCO Buford Broadcasting Inc., Buford, Ga.
WKKX	WJBM-FM Gateway Radio Partners, L.P., Jerseyville, Ill.
KKHJ	KRSN-FM Community Broadcasting Co., Los Alamos, N.M.
WWLI	WPJB-FM Providence Broadcasting Corp., Providence, R.I.
KOPY	KDSI Jefco Enterprises Inc., Alice, Tex.

Summary of broadcasting
as of April 31, 1985

Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Grants

Call	*Assigned to*
	New AM
WECC	Lois V. Casey, St. Marys, Ga.
	New FM's
KSUR-FM	Anita L. Levine, Greenfield, Calif.
WOVU	Ocean View Broadcasting Co., Ocean View, Del.
WJQZ	Scenic Sounds Inc., Wellsville, N.Y.
*KEWP	Patricia Ann Silva Educational Broadcasting Foundation, Newport, Ore.
*KTDN	Waco Educational Broadcasting Foundation, Palestine, Tex.
*WWWP	Alpha Educational Broadcasting Foundation, Franklin, Va.
	New TV's
KAWK	Miller Broadcasting Inc., Lawrence, Kan.
KRWF	Hubbard Broadcasting Inc., Redwood Falls, Minn.
WFLI-TV	WFLI Inc., Cleveland, Tenn.
	Existing AM's
WRBK	WPIK Gulf Communications of Alabama Inc., Flomaton, Ala.
WWJZ	WMHN Mount Holly Radio Co., Mount Holly, N.J.
WMYT	WHNI Twinstar Broadcasting, Mebane, N.C.
WBLO	WORG Radio Orangeburg Inc., Orangeburg, S.C.
KJJQ	KVAA Sioux Valley Broadcasting Co. Volga, S.D.
KHVN	KSAX EGG Dallas Broadcasting Inc., Fort Worth, Tex.
KTNS	KXVI NMR Inc., Plano, Tex.
	Existing FM's
KFSO	KNTN Americom II, Visalia, Calif.
WQKK	WHCG Radio Metter Inc., Metter, Ga.
KZFN	KRPL-FM KRPL Inc., Moscow, Idaho
WKMO	WYFE-FM Town and Country Radio Inc., Winnebago, Ill.
KLZC	KDEZ KDEZ Inc., Crookston, Minn.
WTGY	WTAA Tallahatchie Broadcasting Systems, Charleston, Miss.
KIXQ	KPBT J.R. Communications Co., Webb City, Mo.
WKSI	WROK Robins Communications Inc., Greensboro, N.C.
WKML	WGSS Beasley Broadcasting of Eastern North Carolina Inc., Lumberton, N.C.
*WOTL	WFTD Family Stations Inc., Toledo, Ohio
WWSH	WVCD The Luzerne Co., Hazelton, Pa.
WNEF	WWON-FM Panda Enterprises Inc., Woonsocket, R.I.
KKQQ	KVXL Sioux Valley Broadcasting Co., Volga, S.D.
KTXX	KDCI Hamon Broadcasting Inc., Devine, Tex.
WZZR	WPUF Hanover Radio Inc., Mechanicsville, Va.

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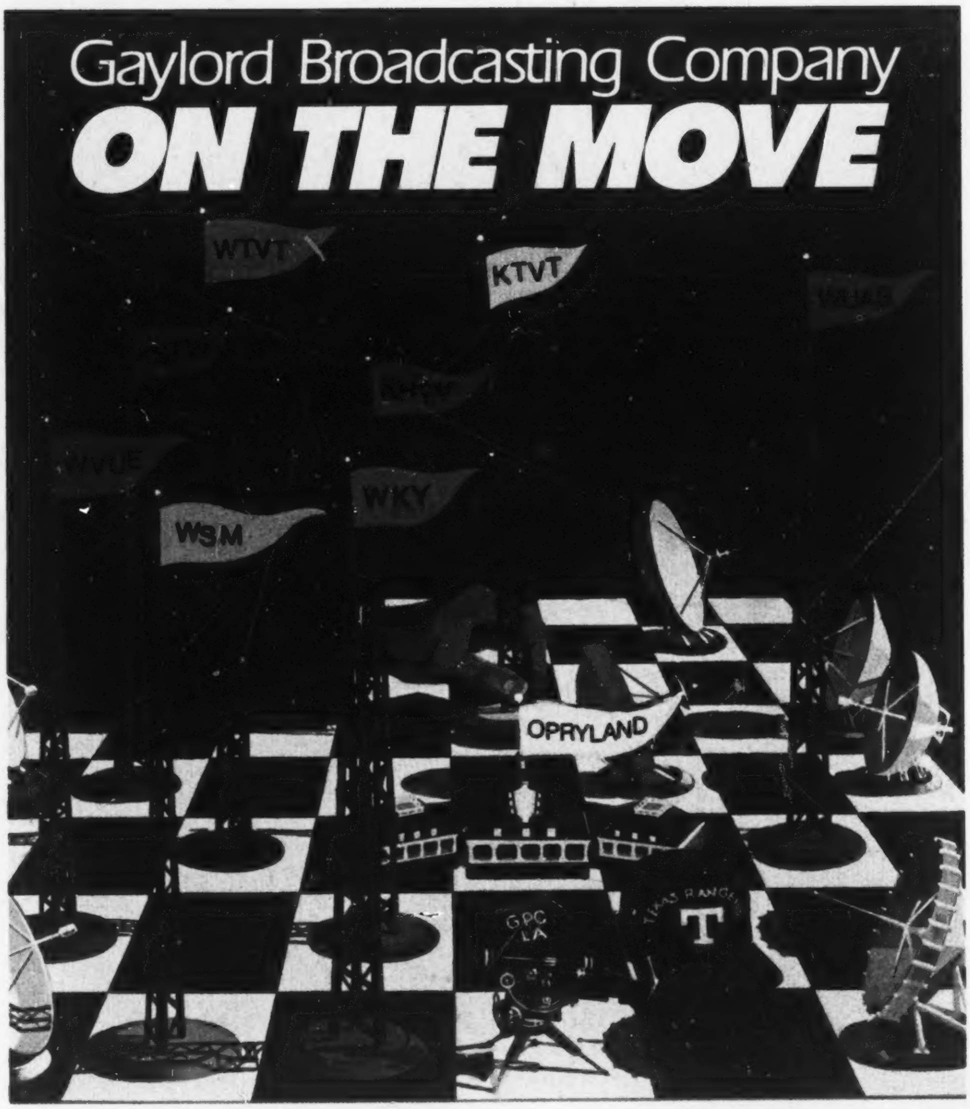
The Fifth Estate

Broadcasting ⚡ Jun 10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Vol. 108 No. 23

Broadcasting ▱ Jun 10

Gavel to gavel coverage of the NCTA
The NAB joint board chairmanship candidates "At Large"
A hearing at the FCC on Turner-CBS

CABLE BULLS □ Buoyed by Arthur D. Little study and passage of cable act, industry sees greener pastures ahead, but plenty of riddles to solve along the way. **PAGE 31-35.**

AUTUMN CHANGES □ ABC drops two comedies from fall schedule. **PAGE 36.**

NO LIBEL, BUT... □ Jury awards New Jersey businessman $1.25 million in suit he brought against WCBS-TV New York after "ambush interview." **PAGE 36.**

AND THE CANDIDATES □ BROADCASTING sat down with the three men running for the joint board chairmanship of the NAB—Edward Giller, Walter May and Ted Snider—to gather their comments on their candidacies and the future direction of the association. **PAGES 43-60.**

NCTA 85 □ NCTA President James Mooney opens 34th convention, testifying to cable's "economic freedom." **PAGE 61.** Panelists predict basic rates will rise and pay might fall with implementation of cable act. **PAGE 62.** Congressmen say Copyright Royalty Tribunal up for a major overhaul. **PAGE 62.** Cable's First Amendment rights likely to be defined in court, not Congress, panelists say. **PAGE 64.** FCC staffers give NCTA attendees status report on commission issues. **PAGE 66.** Congressmen detail where cable stands on beer-wine advertising ban. **PAGE 67.** FCC's Fowler, senators and representatives comment on must carry issue. **PAGE 68.** TCI's Malone provides details of proposed Warner-Amex buy. **PAGE 69.** Viacom and Comcast officials bullish in meetings with media analysts. **PAGE 69-72.** Pay-per-view hot topic at NCTA with Showtime and Choice Channel announcing P-P-V plans. **PAGES 73-76.** Cable operators report on local advertising successes. **PAGE 78.** Creech reports satisfactory results with CCI's advertising campaign. **PAGE 80.** Cable operators given advice on gaining access to apartments and shutting down signal pirates. **PAGE 81-82.** Programers speak glowingly of original product. **PAGE 84.** NCTA hands out 28 ACE awards. **PAGE 86.**

ISSUE AIRING □ FCC will hold en banc hearing on Turner's proposed bid to acquire CBS. **PAGE 87.**

THIS PROGRAM □ Senator Paul Simon plans to introduce bill requiring "warning labels" for programs deemed to have too much violence and sex. **PAGE 90.**

ON THE TOUR □ Cable programers preview upcoming offerings for consumer press. **PAGE 92.**

REACTIONS □ Panelists at second annual BROADCASTING-Taishoff seminar stress cause-and-effect relationship between good journalism and good ratings. **PAGE 102.**

ON THE WAY □ New music licensing rates for broadcasters appear to be on the way. **PAGE 106.**

TAKING A LOOK □ Many Fifth Estaters find good news in the President's new tax proposal; others reserve judgment. **PAGE 110.**

HEARST'S MAN □ John G. Conomikes, with an eye to the public and community he serves, has worked his way up to head Hearst Corp.'s broadcasting operations. **PAGE 135.**

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$6.9 million grant from the federal government. NCI had hoped that its dependence of the government would end with the final installment of the $6.9 million in 1982. But, because of its early trouble, it has had to keep returning to the federal well. Over the past three years, the Department of Education has been giving NCI more and more money for captioning. Its grants have grown from $900,000 in 1983 to $3.3 million in 1985, fully half of NCI's revenues for the year. NCI hopes for a federal contribution of $6 million for 1986.

Supplementing the funds from the government and from ABC and PBS, NCI's two longest and most faithful supporters, are dozens of groups and companies, ranging from Aaron Spelling Productions to Xerox Corp. Included is the NCI Caption Club, a group of regular caption viewers. According to NCI spokesman Don Thieme, the club anted up more than $80,000 in 1984 and is well on its way toward meeting its goal of $100,000 in 1985.

Other media have also proved to be an important new source of revenue to NCI and captioned programing for the hearing impaired. NCI has captioned some 250 movies for the home video industry. And Home Box Office, Showtime/The Movie Channel and the Disney Channel telecast about 15 hours a week of NCI-captioned movies and series.

Ever since NCI adopted its current funding strategy, it has been increasingly difficult to say who is funding the captioning of what program. Money for the captioning of NBC's *Highway to Heaven*, for instance, Thieme said, comes from Michael Landon, the producer; Pew Memorial Trust, Shell Companies Foundation, Grace Foundation and the NCI Caption Club.

NCI is also working to make decoders more affordable. According to Ball, NCI is expecting a $1.5-million federal grant for the development of a new "decoder module." The module, Ball said, would permit the manufacture of set-top adapters retailing for less than $200. Decoders in set-top adapters are now sold by several retailers, primarily Sears, for around $280.

If NCI can convince half a million households to buy decoders by the end of the decade by helping to bring down the price and continuing to increase the amount of captioned programing, it feels the participation in captioning by the three commercial networks will no longer be a matter of altruism, but of sound business.

Despite the optimism, Ball is not without his worries. "One thing that scares me a little is what happens to ABC, our dearest, longest client, now that Capital Cities is taking over," he said. "Every time I read BROADCASTING, you guys are always talking about how careful Capital Cities is with the money. It will be interesting to see what will happen there. I hope we are doing a good job for ABC and that the new management will continue to feel its a worthwhile endeavor." □

NBC dominates prime time ratings

For the week ending June 2, NBC convincingly trounced its network competition, demonstrating how well its regular series can do during the heavy repeat summer schedule. NBC captured eight of the top 10 slots, six of which were repeats, and 13 of the top 20. ABC and CBS had only one program each in the top 10, and four and three, respectively, in the top 20.

NBC's winning average rating was a 14.7, and its share 26, according to Nielsen's National Television Index. Second-place ABC had a 12/21, leaving CBS in the unfamiliar position of third with an 11.4/20.

HUT levels for the week were up from last year's 56.5 at 56.8. The combined rating/share for the three networks was a 38.1/67.4. Among the week's schedule of 62 programs, there were 45 repeats and 11 specials.

The only night NBC lost was Sunday, won by CBS.

■ The *NBC Monday Night Movie*, the second part of "Deceptions" (21.8/35), the second-ranked program of the week, carried the night for NBC. *TV Bloopers and Practical Jokes* combined with the movie to make Monday the highest-rated night of the week. The "Rape of Richard Beck" on the *ABC Monday Night Movie* scored a 14.4/23. For its two nights, "Deceptions" had an average of 20.9/35.

■ Tuesday night featured the sixth- and eighth-ranked shows of the week on NBC, the *A Team* and *Bob Hope's Happy Birthday Homecoming—A Royal London Gala* (17.6/29).

■ On Wednesday, a traditional ABC stronghold, NBC just edged ABC for the night, 14.4/25 to 14.2/25. At 9 p.m., ABC's *Barbara Walters Special* (16.9/27), ranked 10th for the week, and it was followed by *Hotel* (15.1/27), which ranked 15th. *Fall Guy* (10.5/19) could not top NBC's *Highway to Heaven* (15.5/28) as a lead-in, however, at 8 p.m.

■ Thursday night on NBC featured the number-one, three, four and five shows of the week, in that order of broadcast, from the regular Thursday night schedule. The night's closest competition came from the second game of the NBA championship series between Los Angeles and Boston (14.3/25) from 9 to 11 p.m. on CBS, and *20/20* (15.1/26) from 10 to 11 on ABC. Thursday was the also the highest night of the week for combined share for any network, with the NBC schedule garnering a 32.2.

■ Friday was the lowest-rated night of the week for the networks. *Miami Vice*, the seventh ranked show of the week, helped NBC to victory. Only three of the night's nine programs made it into double figures in ratings. In addition to *Miami Vice*, the other two were *Webster* and *Benson*, running at 8-9 p.m. on ABC. They scored an 11/24 and a 10.2/22, respectively.

■ CBS gave NBC a run for its money on Saturday with strong showings of *Airwolf* (11.4/22) and *Mickey Spillane's Mike Hammer* (11.3/22).

■ Although it only got an 11.9/21 for the *39th annual Tony Awards*, CBS had a Sunday night win on the strength of the ninth and 11th place shows of the week, *60 Minutes* (17.3/35) and *Murder, She Wrote* (16.3/28). ABC got an unusually strong performance out of a theatrical movie from 9 to 11 p.m. with "The Shining." The *NBC Sunday Night Movie*, "Gus Brown and Midnight Brewster," scored a 15.8/26 from 9 to 11 p.m.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	22.7/41
2.	Deceptions, pt. 2	NBC	21.8/35
3.	Family Ties	NBC	20.6/37
4.	Cheers	NBC	19.3/33
5.	Night Court	NBC	18.8/31
6.	A Team	NBC	18.6/30
7.	Miami Vice	NBC	17.9/33
8.	Bob Hope Special	NBC	17.6/29
9.	60 Minutes	CBS	17.3/35
10.	Barbara Walters Special	ABC	16.9/27
11.	Murder, She Wrote	CBS	16.3/28
12.	Midnite Brewster	NBC	15.8/26
13.	Highway to Heaven	NBC	15.5/28
14.	Facts of Life	NBC	15.5/25
15.	Hotel	ABC	15.1/27
16.	20/20	ABC	15.1/26
17.	Hill Street Blues	NBC	14.8/26
18.	Scene of the Crime	NBC	14.4/26
19.	Rape of Richard Beck	ABC	14.4/23
20.	Basketball, L.A. vs. Boston	CBS	14.3/25
21.	The Shining	ABC	14.1/24
22.	America Censored	CBS	14.0/22
23.	TV Bloopers and Prac. Jokes	NBC	13.8/25
24.	Brotherly Love	CBS	13.6/22
25.	Sara	NBC	13.4/22
26.	St. Elsewhere	NBC	13.3/23
27.	Hardcastle & McCormick	ABC	12.8/23
28.	When Dreams Come True	ABC	12.8/21
29.	Kate & Allie	CBS	12.7/20
30.	Newhart	CBS	12.6/19
31.	Three's a Crowd	ABC	12.4/20
32.	Tony Awards	CBS	11.9/21
33.	Airwolf	CBS	11.4/22
34.	Mike Hammer	CBS	11.3/22
35.	Scarecrow & Mrs. King	CBS	11.3/20
36.	Hunter	NBC	11.2/21
37.	Webster	ABC	11.0/24
38.	Magnum, P.I.	CBS	11.0/20
39.	Finder of Lost Loves	ABC	10.8/20
40.	Fall Guy	ABC	10.5/19
41.	Benson	ABC	10.2/22
42.	Knight Rider	NBC	10.2/18
43.	Gimme a Break	NBC	10.1/19
44.	Listen to Your Heart	CBS	9.9/19
45.	Mama's Family	NBC	9.8/18
46.	It's Your Move	NBC	9.6/20
47.	I, Desire	ABC	9.6/17
48.	T.J. Hooker	ABC	9.5/21
49.	Love Boat	ABC	9.5/18
50.	V	NBC	9.4/18
51.	Diff'rent Strokes	NBC	9.3/21
52.	Ripley's Believe It Or Not	ABC	9.2/18
53.	Arch of Triumph	CBS	9.2/16
54.	Cagney & Lacey	CBS	8.8/14
55.	Best Times	NBC	8.4/16
56.	Silver Spoons	NBC	8.2/16
57.	Seduction of Joe Tynan	ABC	7.9/15
58.	Cover-Up	CBS	7.7/17
59.	Aftermash	CBS	7.1/16
60.	Democratic paid political	CBS	7.1/13
61.	Now to Be a Man	CBS	6.6/12
62.	Punky Brewster	NBC	6.5/13

*indicates premiere episode

Fifth Estaters sort out tax proposal

Many agree that changes will help their company's bottom lines

Although the ink on the President's 450-page tax proposal had barely dried last week, a few provisions were already eliciting comments from Fifth Estate financial executives and other experts contacted by BROADCASTING. Broadcasters and advertising agencies at first glance saw benefits in the proposal, whereas cable operators and programing production companies seem worried about the possible impact.

Perhaps most important among the changes proposed by the administration is the elimination of investment tax credits (ITC's) that, simply put, allow companies to subtract from their tax bills 6% to 10% of the sum that they have spent during the year on certain types of assets.

Program producers have been among those whose net income has been increased substantially through use of the ITC. A hypothetical company that provided five hours of serial programing to the networks at a cost of $1 million per hour would have gained $4.3 million a year from the ITC—6.67% of $5 million times 13 episodes.

Film and television production companies which "recognized" sizable ITC's in 1984 (the credits can also be deferred and applied against taxes paid in future) include MCA ($34 million) and MGM/UA ($9 million). Similarly, annual financial reports show that the ITC alone reduced the 1984 effective tax rate of Lorimar by 61% and that of Telepictures by 24%.

A number of Fifth Estate companies have been in court recently trying to obtain permission to use ITC's. Depositions begin next month in a complaint brought by NBC and ABC. The suit says, among other assertions, that the networks, and not the studios, bear the financial risk of program production and therefore should have been the beneficiaries of ITC's. Scheduled for trial in February, the complaint covers more than 20 years of tax returns and tens of millions of dollars.

The administration's proposal to end ITC use by all companies was seen as ominous by the director of taxes for one of the major producers: "Network license fees fund the production costs, so therefore, in a significant sense the profit we made was on the investment tax credit which could be used to offset taxes on other income, assuming there was other income. Because taxes would go up without the credits, there is effectively a greater cost of production. And I don't think the change could be passed on to the networks in the form of increased license fees." Instead, he said, operating profit margins would be tighter and there would be more pressure on the production industry to reduce costs.

Sampling of 1984 effective tax rates* for Fifth Estate corporations

Doyle Dane Bernbach	59%
Interpublic Group	55%
United Television	51%
Capital Cities	50%
BBDO	47%
ABC	47%
CBS	46%
Cox Communications	43%
Chyron	42%
Foote, Cone & Belding	38%
Telepictures	38%
Tele-Communications	37%
TCA Cable TV	35%
M/A-Com	33%
Storer	25%
Lorimar	18%
MCA	7%

**Effective tax rate is not necessarily what company paid in taxes but shows difference from statutory rate (46%) according to deductions and credits used by company. It often includes state and local taxes net of federal tax benefit (usually 3%-5%) and foreign taxes.*

Most of the programing produced in-house by the networks (mainly sports and news) is currently ineligible for the ITC because the Internal Revenue Service considers that material to be of only current interest, rather than of long-term value. The IRS said that rationale also excluded game shows from eligibility for the ITC, but a court ruling several months ago gave Goodson-Todman the right to claim ITC's for *To Tell the Truth*, a decision that may pave the way for other shows of the genre.

Fortunately for the cable industry, the proposed elimination of the investment tax credit would come after the greatest part of its building program and asset purchases had been made. And the proposed reduction in the maximum tax rate—from 46% to 33%—would also come as some of them are beginning to show income. The elimination of ITC's, however, would still be significant in the near term.

United Cable TV recognized $3.7 million worth of ITC's in 1984, Tele-Communications Inc. $9.7 million and TCA Cable TV $750,000. Alton C. Rye, treasurer of TCA Cable TV, said that all the headend equipment, computerized receiving equipment and converter boxes have ITC's available to them: "The ITC benefits are considerable, particularly when converting to an addressable system," Rye said. A million-subscriber MSO could hypothetically reduce its taxes by $12 million when switching to addressable convertors—10% ITC, multiplied by $120 per addressable convertor, multiplied by one million.

Many broadcasters and advertising agencies may have their tax rates reduced if the maximum corporate tax rate is lowered, as proposed, from 46% to 33%. In general, they cannot avail themselves of as many tax breaks as other industries.

One area where some of them might be negatively affected relates to a rule on recording income. Several years ago, the IRS temporarily loosened its procedures and allowed a number of corporations to switch from accrual to cash accounting—in the case where a $3,000 payment for a 30-second spot is not received until 90 days after the ad runs, "cash accounting" would record the payment when it is actually received, whereas "accrual accounting" would enter it at the time the ad ran.

The switch to cash accounting benefitted a company with a large amount of receivables (money owed it) outstanding at the time taxes were filed because that money would not yet have been recorded as income. As an example, when Cox Communications bought WKBD-TV in Detroit, it was able to deduct roughly $7 million in receivables for

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the station from its taxable income (it was able to use cash accounting under special rules for a recently purchased asset).

If, as is often the case, the value of accounts receivable is greater for the current year end than that of the preceding year, the company can continue to get a tax benefit from the cash accounting method. Vincent Lubrano, vice president of taxes for The Interpublic Group of Companies—which has been on what is known as modified cash basis since 1981—said that many medium size and smaller agencies could be affected: "We have acquired some smaller agencies that because of their accounting and for other reasons had not paid any taxes for 10 or 15 years." Small companies (with gross receipts under $5 million) meeting certain conditions would still use cash accounting.

The bottom line of the tax proposals, said the Interpublic executive, is: "We feel our tax rate is going to drop." Among the positive changes that might come about, he noted, were the proposed deduction for public companies of 10% of their dividend payments to shareholders.

As for the proposed elimination of business entertainment deductions and the restrictions on meal and travel write-offs, Lubrano said there were differing opinions: "One school of thought said that our entertainment will be reduced, so that the net effect may even be positive. The other opinion is that people won't change style so quickly and that increased taxes will hurt net income."

Also wondering how much effect the change in entertainment and meal deductions would have was Arthur Angstreich, vice president of tax administration for NBC: "Entertainment is a function of any service business, 'people industries' if you will. There has always been a fair amount of entertainment to develop client relationships and make presentations. I think you will continue to have these kinds of ongoing business meetings."

Group owner and MSO Cox Communications might benefit from the proposal, guessed Preston Barnett, tax manager: "We did a calculation under the earlier Treasury proposal and there was a positive change in rate, particularly on the broadcast side. For our cable operations, a substantial proportion of it has run out of depreciation benefits anyway and so we are at the point there of having to pay taxes."

Because cable is a capital-intensive industry, the rate at which it can depreciate (reducing the currently listed value to account for use and age) assets is important because depreciation is treated as an expense of business and thereby reduces taxable income. The amount per year that a company can claim as depreciation varies by the type of asset, which is usually categorized by the IRS in one of a number of classes.

Last week controllers and tax officers of the MSO's were studying the administration's newly proposed classes to see which would be applicable to underground cables, taps and other property and equipment. "Distribution plant for communications services" falls in the fifth class, and if that is meant to include the better part of cable assets, as most of those commenting initially

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS **
Birdview Satellite	Year	$54,980	152	$3,830	2179	$0.46
Cetec	First	$15,903	−20	$313	−4	$0.14
Chyron	Third	$9,064	69	$806	−12	$0.09
Clear Channel	First	$5,319	98	$198	−53	$0.07
Doyle Dane Bernbach	First	$51,180	10	$1,106	−15	$0.21
Gulf Broadcast	First	$32,163	77	($755)	NM	$0.02
Jacor Commun.	Year	$3,412	72	($305)	NM	($0.05)
Times Fiber	First	$22,725	−23	$1,212	28	$0.13
M/A-COM	Second	$210,233	12	$9,900	30	$0.23
Maclean Hunter	First	$224,469	8	$9,676	32	$0.27
MCA	First	$431,569	10	$18,377	−13	$0.38
Motorola	First	$1,322,000	5	$41,000	−47	$0.35
Movielab	Year	$4,307	30	($4,565)	NM	($2.80)
Playboy	Third	$44,995	--	($346)	NM	−($0.03)
Reeves	Third	$47,756	−21	($4,303)	NM	($0.35)
Satellite Syndicated Systems	First	$8,300	24	$1,230	1	$0.21
Scripps-Howard	First	$28,533	12	$2,035	−24	$0.20
Tele-Communications	First	$139,386	38	$364	−97	$0.01
Telepictures	First	$32,002	52	$2,031	72	$0.24
Times Mirror	First	$695,020	4	$44,235	2	$0.64
United Artists	Second	$115,703	32	$2,503	20	$0.12
Westinghouse	First	$2,314,100	2	$129,700	11	$0.74

** Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.*

Birdview Satellite net income includes $1.5-million loss carry-forward tax benefit. ■ Results of **Chyron** include figures from 39.5%-owned CMX Corp. on consolidated basis as of Jan. 1 and 51%-owned Digital Services Corp. on consolidated basis as of Feb. 1. ■ In previous first quarter, **Gulf Broadcast** had income of $1.8 million. ■ For 1983 **Jacor** registered loss of $563,512. ■ Within **MCA's** filmed entertainment division, television revenue rose 27% from previous first quarter to $127.5 million while home video and pay television revenue rose 55% to $59.4 million. Company's operating income declined 8% to $21.6 million. ■ Results for **Maclean Hunter** stated in Canadian dollars. ■ **Movielab** posted loss in previous year of $3.1 million. Loss in year ending Dec. 29 includes $2.9-million loss from disposal of discontinued operations. ■ In third quarter of 1984, **Playboy** earned $22.8 million. Of that, $16 million came from sale of certain assets and $6.8 million from loss-carried-forward tax benefit. Operating income for third quarter declined from $2.4 million last year to loss of $2.4 million in just completed quarter. Contributing to problem was video division, which posted lower earnings: "The quarter-to-quarter variance is due largely to positive royalty adjustments made a year ago in Playboy's home video business." Company also said that subscriber growth for The Playboy Channel was "less than what had been projected by the distributor . . . Rainbow Programing Services Co." ■ **Reeves** had income of $1.5 million in previous third quarter. ■ Cash flow for **Tele-Communications Inc.** increased 30% to $55.8 million for first quarter of 1984. Operating income (cash flow minus depreciation and amortization) increased 19% to $29.1 million. To explain sharp drop in net income, company cited increase in interest expense (from $23.7 million to $32.6 million) and decrease in gain from sale of assets (from $14.9 million to $812,000). ■ **Telepictures** said increase in revenue came from most of company's activities. Improved earnings were partly attributable to investment tax credits from increased production, reducing effective tax rate from 47% in first quarter of 1984 to 30%.

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guessed was the case, it would reduce the rate at which assets could be depreciated.

Under the current "accelerated" depreciation system, most cable assets are written down in five years. Under class five of the proposed Capital Cost Recovery System many, and perhaps most, of those same assets would instead be written down over 10 years. One balancing feature of the proposed change is that companies could revalue those assets to account for inflation, thereby increasing the sum that could be depreciated. But even assuming 10% inflation, the amount that could be expensed to depreciation in the first five years for the newly proposed class five would still be less than two-thirds of that currently allowable for most cable assets.

Programing comprises a large part of the assets held by broadcasters, but at least one of the special methods used by many of them to depreciate those assets, called the "income forecast method," would not be affected by the administration's proposals.

Changes suggested for the individual income tax are likely to have a potentially large impact on Fifth Estate companies. One of the links in the chain effect is the suggested end of deducting state and local income taxes (individual, not corporate) from taxable income for federal purposes. That might raise the costs of employe compensation—especially since a disproportionate number of Fifth Estate companies have employes living in New York, California and New Jersey, which rank among the top six states with per capita tax deductions. That would be countered by lower tax rates for individuals.

The lowering of the top individual tax rate from 50% to 35% would have the effect of reducing the benefits wealthy individuals would get from tax-oriented limited partnerships. Elimination of the investment tax credit and lengthier depreciation periods would also reduce the losses that would flow through to the partners.

Steven J. Haupt, vice president of the communications division at Shearson Lehman Brothers, said limited partnerships for cable would not end if the tax proposals were enacted but would instead change emphasis: "What we will probably see is that partnerships will pay cash in the earlier years instead of tax benefits." Haupt foresees a change in the capital structure of limited partnership deals: "In a typical deal, 65% to 85% of the financing comes from debt, and most of the cash flow, goes to amortize that debt. In future deals, what you might see is a slightly lower leverage factor." Other possible changes, he said, include a greater amount of money contributed by the general partner. He also saw a change in the "flip-flop" arrangement of partnerships—where limited partners participate to a high degree in the early losses and the general partner obtains more participation when the system becomes profitable.

The change to income-producing partnerships would be beneficial to broadcasters, said Jim Moore, president of Atlanta-based Media Capital Group. He noted that real estate partnerships appear to be greatly hurt by the administration's proposal and money may be more available to other industries: "In our partnerships, we are going for upside and appreciation. Reagan is effectively sanctifying the upside and the entrepreneuer and going after the tax shelter game, which we are not in." Moore also noted that the proposed reduction in the effective capital gains rate for individuals also makes "upside" investments more attractive.

There are a variety of other important changes in the administration's proposal. Numbers that will have to be juggled as financial departments begin doing studies of the tax proposal's impact include changes in the credit given to companies that pay foreign taxes—very important to cable product suppliers, many of which have moved manufacturing operations abroad in recent years. Also to be considered are changes affecting ESOP's (employe stock ownership plans); a proposed minimum corporate tax, and a proposed three-year "windfall" tax that would prevent companies from getting the benefit of a lower maximum tax rate before tax breaks due for elimination have fully wound down.

Like any political football, the two-week-old proposal could well change shape as it passes through the hands of Congress. But whatever its final form, the resulting new tax code will undoubtedly alter the profit standings of most Fifth Estate companies. In addition to the direct impact it may have on corporate income, a change in tax payments could also affect the money available to advertisers and the discretionary incomes of individuals. □

The $60-million turnaround

Fifteen months ago, SFN bought an Orlando, Fla., VHF for $125 million; last week it sold it to Cox Communications for $185 million

SFN Chairman and President John Purcell felt redeemed after selling WFTV(TV) Orlando, Fla., last week to Cox Communications for $185 million. When SFN bought the station, just 451 days ago for $125 million, "There were a lot of people whom I respect telling me I had paid too much," he told BROADCASTING.

Three weeks ago, Purcell said SFN hadn't even thought about selling the station: "Some people had previously told us we could probably sell the station for $150 million but that wasn't enough to make us want to leave the market. But then we had these overtures."

SFN also announced last week the purchase of a minority interest in the construction permit for channel 58 in Sacramento, Calif., and Purcell made clear the Glenview, Ill.-based publishing and information services company was not getting out of the broadcasting business—it also owns three other television stations, a production studio in Puerto Rico, and two AM's and one FM. But the quick turnover of its major property at least raised a few eyebrows.

All four Fifth Estate companies that have undertaken leveraged buyouts—Harte Hanks, Wometco, Metromedia and SFN—have now divested all or a sizable portion of their broadcasting assets. The SFN chairman and president said the decision to sell WFTV(TV) was unrelated to any financial pressure the company was under from the LBO.

Preserving moving images. Another step has been taken toward the preservation of America's film and television heritage. The first meeting of a newly founded Board of Advisers of the National Center for Film and Video Preservation at The American Film Institute—dedicated to saving endangered national production of film, television and video—was held in Los Angeles, bringing together top studio and network executives, museum directors, educators and government officials. The Preservation Center, which was jointly begun by the National Endowment for the Arts and the American Film Institute, was designed "to coordinate American preservation activities on a national scale," the NEA and AFI said.

"The offers came at a time in our life when we really wanted to redeploy our assets," he said. "We were tied to certain loan covenants and restrictions by the banks that did not provide enough flexibility." (SFN currently has about $300 million in bank debt.) Purcell said that SFN in the future would take advantage of the production facility in San Juan, Puerto Rico. That might include increasing the company's distribution of Spanish-language product: "We might in the future want to take positions in Hispanic TV stations in major markets."

The minority position SFN Communications will take in the Sacramento UHF, majority owned by Schuyler Communications, could be expanded to a majority position. Purcell said that when the station goes on the air next January, it would not need too large a slice of the market to make a return on the several-million-dollar start-up costs. He also noted that although the growth rate of Orlando (the 30th ranked market) was one of the highest in the nation, the growth rate of Sacramento (the 20th ranked market) is also good and, because of the state capital, stable.

But the big news last week was the $185 million. There were several others who considered buying the station, and one person who saw the financial statements said WFTV went for about 16 times cash flow, a higher multiple than SFN paid when it bought the station.

The purchase now gives Cox eight television stations: KTVU(TV) Oakland, Calif. (ch. 2, independent); WSB-TV Atlanta (ch. 2, ABC); WKBD-TV Detroit (ch. 50, independent); KDNL-TV St. Louis (ch. 30, independent); WSOC-TV Charlotte, N.C. (ch. 9, ABC); WHIO-TV Dayton, Ohio (ch. 7, CBS), and WPXI(TV) Pittsburgh (ch. 11, NBC). WFTV, an ABC affiliate, is on ch. 9 with 316 kw vis., 31.6 kw aur. and antenna 1,570 feet above average terrain. □

D. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Principal is owned by Marvin B. Clapp, who has interest in five AM's, one FM and app. for five new AM's and six LPTV's. Clapp is chief engineer at KEBR(AM) Sacramento. Filed May 31.

- St. Augustine Beach, Fla.—First City Broadcasting Inc. seeks 1170 khz; 2.5 kw-D. Address: 99 Arapaho Ave., 32084. Principal is owned by Marshall W. Roland (45%), his wife, Carol (45%), and his son, Marshall (10%). It owns WSOS(FM) St. Augustine, Fla. Filed May 31.
- Woodville, Fla.—Tallahassee Radio seeks 1160 khz; 5 kw-D; 250 w-N. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is owned by Carl J. Auel, who has interest in six AM's, one FM and app. for five new AM's and six LPTV's. Filed May 31.
- Carmel Valley, Calif.—Terry J. Collins seeks 540 khz; 500 w-D. Address: c/o WKKQ(AM) P.O. Box 1060, West Town Line Rd., Hibbing, Minn. 55746. Principal owns WKKQ(AM)-WTBX(FM) Hibbing, Minn. It also owns CP for new AM in Pine Island Center, Fla., and is app. for new AM's in Brandon, Royal Palm Beach and Lynn Haven, all Florida. Filed May 31.
- Camdentown, Mo.—Osage Broadcasting seeks 1520 khz; 2.5 kw-D. Address: Route 2, P.O. Box 289 FF, Eldon, Mo. 65026. Principal is owned by Cheryl Benne (40%) and her husband, Dennis (10%), and Linda Kuenzies (40%) and her husband, Kenneth (10%). Kuenzies and Kenneth's parents own KSLQ(AM) Washington, Mo. Filed May 31.
- Kinsey, Mont.—Miles City Broadcasting Corp. seeks 1050 khz; 5 kw-D. Address: 60 W. 4th St., St. Paul, Minn. 55102. Principal is owned by William J. O'Brien, who also owns KMCM-FM Miles City, Mont. Filed May 31.
- Sun Valley, Nev.—Sun Valley Radio seeks 550 khz; 500 w-D. Address: 716 S. 7th Ave., La Grange, Ill. 60525. Principal is owned by Janice L. O'Brien, who has no other broadcast interests. Filed May 31.
- Dishman, Wash.—Classical Music Broadcasters seeks 740 khz; 500 w-D. Address: P.O. Box 130, Medical Lake, Wash. 99022. Principal is owned by Jim L. Key, who owns FM translator in Ellensburg, Wash. Filed May 30.

Facilities Changes

Applications

AM's

Tendered

- KDLG (670 khz) Dillingham, Alaska—Seeks CP to increase day and night power to 10 kw. App. May 30.
- WINZ (940 khz) Miami—Seeks CP to changes in daytime directional pattern. App. May 29.

Accepted

- KCNO (570 khz) Alturas, Calif.—Seeks CP to change TL. App. May 29.
- WOCN (1450 khz) Miami—Seeks CP to make changes in ant. sys. and change TL. App. May 29.
- WCEG (1530 khz) Middleborough, Mass.—Seeks CP to change TL and make changes in ant. sys. App. May 29.
- WQCC (1540 khz) Charlotte, N.C.—Seeks MP to change TL. App. May 29.
- WRIG (1390 khz) Schofield, Wis.—Seeks mod. of lic. to operate transmitter by remote control. App. May 29.

FM's

Accepted

- WJAL (ch. 68) Hagerstown, Md.—Seeks MP to move main SL outside community of lic. App. June 3.
- *WKAR-FM (90.5 mhz) East Lansing, Mich.—Seeks CP to change ERP to 87.9 kw and change HAAT to 896.5 ft. App. May 29.
- *KEMC (91..7 mhz) Billings, Mont.—Seeks CP to change ERP to 72 kw; change HAAT to 663.75 ft., and change TL. App. May 29.

TV's

Accepted

- *WNEQ-TV (ch. 23) Buffalo, N.Y.—Seeks MP to change ERP to vis. 971 kw, aur. 97.1 kw; change HAAT to 992 ft., and change TL. App. May 29.
- *WNED-TV (ch. 17) Buffalo, N.Y.—Seeks MP to change ERP to vis. 2,500 kw, aur. 250 kw; change HAAT to 1,076 ft., and change TL. App. May 20.

Actions

AM's

- WVGB (1490 khz) Beaufort, S.C.—Granted app. to increase nighttime power to 1 kw. Action May 22.
- WYKR (1490 khz) Wells River, Vt.—Returned app. to change hours of operation to daytime only with 5 kw; change freq. to 840 khz, and make changes in ant. sys. Action May 23.

FM's

- KXVR (99.5 mhz) Mountain Pass, Calif.—Granted app. to change ERP to 10 kw. Action May 22.
- WAXT (96.7 mhz) Alexandria, Ind.—Granted app. to change TL; change ERP to 2.3 kw, and change HAAT to 370 ft. Action May 22.
- WXJY (96.3 mhz) Nantucket, Mass.—Dismissed app. to change TL; change ERP to 50 kw, and change HAAT to 492 ft. Action May 22.
- WOOR (97.5 mhz) Oxford, Miss.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 980 ft. Action April 22.
- KEZS-FM (102.9 mhz) Cape Girardeau, Mo.—Granted app. to change ERP to 100 kw and change HAAT to 2,226.99 ft. Action May 24.
- WAZZ (101.9 mhz) New Bern, N.C.—Granted app. to change TL; change HAAT to 984 ft., and make changes in ant. sys. Action May 24.
- KBYZ (96.5 mhz) Bismarck, N.D.—Granted app. to change SL to 4303 West Memorial Highway, Mandan, N.D. Action May 24.
- WCNV (107.9 mhz) Amherst, Va.—Granted app. to change TL. Action May 23.

TV's

- KLXV-TV (ch. 65) San Jose, Calif.—Dismissed app. to change ERP to vis. 2,840 kw, aur. 284 kw; change HAAT to 2,710 ft., and change TL. Action May 24.
- KSHO-TV (ch. 26) Honolulu—Granted app. to change ERP to vis. 75.9 kw, aur. 7.59; change HAAT to 2,120 ft., and replace ant. Action May 28.
- WKYH-TV (ch. 57) Hazard, Ky.—Granted app. to change ERP to vis. 1,310 kw, aur. 131 kw; change HAAT to 1,580 ft.; replace ant., and change TL. Action May 22.
- KFOM-TV (ch. 10) Thief River Falls, Minn.—Granted app. to change ERP to vis. 240 kw, aur. 24 kw; change HAAT to 600 ft.; replace ant., and change TL. Action May 24.
- KNLJ (ch. 25) Jefferson, Mo.—Granted app. to change ERP to vis. 2,042 kw, aur. 204.2 kw; change HAAT to 1,028 ft.; replace ant., and change TL. Action May 28.
- WSJU (ch. 18) San Juan, P.R.—Granted app. to move SL outside community of lic. Action May 23.
- KIAB-TV (ch. 23) Garland, Tex.—Granted app. to vis. 5,000 kw, aur. 1,000 kw; change HAAT to 1,141.8 ft., and change TL. Action May 24.

Summary of broadcasting
as of April 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
	New AM
KUBR	Chapman Broadcasting Co., San Juan, Tex.
	New FM's
KTLM	Mann Broadcasting Co., Taft, Calif.
KQLA	Ogden Broadcasting Service Inc., Ogden, Kan.
	Existing FM
WGLU	WCRO-FM Hamilton Communications Inc., Johnstown, Pa.
	Existing TV
WXIN-TV	WPDS-TV Outlet Communications Inc., Indianapolis

Grants

Call	Assigned to
	New AM's
KHTH	Dillon Broadcasting Co., Dillon, Colo.
WHOF	Sumter County Broadcasting Inc., Coleman, Fla.
WZOM	Samuel K. Straterneyer Brookport, Ill.
KROL	Laughlin Roughrider Broadcasting Inc., Laughlin, Nev.
	New FM
KFXZ	Maurice Broadcasting, Maurice, La.
	Existing AM's
KDSI	KOPY Jefco Enterprises Inc., Alice, Tex.
KAMG	KCWM Independence Broadcasting Co., Victoria, Tex.
KUTR	KLTQ Sunrise-UTAH Inc., Salt Lake City
	Existing FM's
KAKN	KTTH Bay Broadcasting Co., Naknek, Alaska
KBSS-FM	KJON Booneville Broadcasting Co., Booneville, Ark.
KKUC	KBLM-FM Grand Radio Inc., La Grande, Ore.
WNOO-FM	WCHU-FM Southern Star Systems Inc., Soddy Daisy, Tenn.
WKQD	WBGY-FM TRH Inc., Tullahoma, Tenn.
KOPY	KDSI Jefco Enterprises Inc., Alice, Tex.

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The Fifth Estate

Broadcasting ϟ Jun 17

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[illegible]

Katz Television Continental
[illegible]

Katz Independent Television
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54th Year 1985

Vol. 108 No. 24

Broadcasting ▪ Jun 17

Changing Washington regulatory model: from public interest to marketplace Coverage from Montreux

BARTER BITE □ ABC reports that barter is costing network and affiliates some $450 million yearly. **PAGE 27.**

SUMMER STOCK □ NAB board prepares to meet in Washington as joint board chairmanship race closes on finish. **PAGE 30.**

CRT NEWS □ Legislation is introduced that would abolish the Copyright Royalty Tribunal. **PAGE 33.**

SHIFTING CRITERIA □ Criteria on which FCC bases decisions are changing from the public interest standard to the marketplace. Not all welcome the shift away from trusteeship to the bottom line. **PAGE 36.**

QUICK TRIGGER □ FCC approves sale of combo in Farmington, N.M., but not before fining buyer for taking control of stations too early. **PAGE 41.**

SATELLITE DEBATE □ Commenters come down on both sides of question on FCC's proposed financial requirements for fixed satellite domestic applicants. **PAGE 42.**

NEW SERVICES, OLD DOLLARS □ Senate earmarks funds for radio services for Soviet Union and Afghanistan. **PAGE 43.**

BACK HOME AGAIN □ Supreme Court returns lawyer advertising case to Iowa Supreme Court. **PAGE 45.**

EARLY SUCCESS □ Initial round on worldwide meetings in advance of Space WARC 85 termed "fruitful" by participants. **PAGE 46.**

CBS SHOW □ In annual press tour, CBS says premiere date for *West 57th* to be announced soon. Jankowski and Joyce blast Turner takeover attempt. **PAGE 50-52.**

NBC'S TURN □ At NBC press tour, Tinker says RCA is unlikely takeover target; Tartikoff previews upcoming specials. **PAGE 54.**

NEW OWNER □ Raycom Sports takes over syndication rights of Katz Sports. **PAGE 58.**

SWISS GATHERING □ Small formats and high definition television draw attention of some 35,000 who gather for 14th Montreux Television Symposium. **PAGE 60-65.**

CAPITAL TALK □ Speaker O'Neill, Packwood, FTC's Douglas address AAF convention in Washington. **PAGE 66.**

INWARD LOOK □ John Chancellor examines local and national television news in NBC *White Paper.* **PAGE 67.**

BANKING ON IT □ Time, AT&T and two commercial banks enter into banking videotex service. **PAGE 68.**

PROMOTION MINDED □ BPME/BDA conference draws record crowd to Chicago. Participants find promotion and marketing key ingredients in station's success. **PAGE 71-74.**

MR. BLUMENTHAL GOES TO WASHINGTON □ Attorney Mel Blumenthal, partner in MTM Enterprises, has helped spearhead Hollywood studios' fight for retention of financial interest-syndication rules. **PAGE 95.**

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■ **Aug. 21**—Archival screening of *Three for Tonight*, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

Aug. 22-24—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

■ **Aug. 26-28**—*Television Bureau of Advertising/Sterling Institute* performance management program for account executives. Georgetown Inn, Washington.

Aug. 30-Sept. 8—International Audio and Video Fair Berlin. Exhibition grounds, Funkturm (Radio Tower), Berlin. Information: AMK Berlin, Messedamm 22, D-1000, Berlin 19; (030) 30-38-1.

September

Sept. 6-7—"Radio Station Ownership and Management," seminar sponsored by *UCLA Extension* in cooperation with *Southern California Broadcasters Association*. Sheraton Plaza La Reina hotel, Los Angeles.

Sept. 6-10—*International Institute of Communications* 16th annual conference, "Communications: The Crossroads of Culture and Technologies." Keio Plaza, Intercontinental hotel, Tokyo. Information: (01) 388-0671.

Sept. 8-10—*Illinois Broadcasters Association* annual convention. Eagle Ridge Inn, Galena, Ill.

■ **Sept. 9-10**—*Television Bureau of Advertising* group heads meeting. Hyatt O'Hare, Chicago.

■ **Sept. 10-11**—*Television Bureau of Advertising* board of directors meeting. Hyatt O'Hare, Chicago.

Sept. 11-14—*Radio-Television News Directors Association* annual convention. Opryland hotel, Nashville.

Sept. 11-14—"Radio '85: Management and Programing Convention," second annual conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

■ **Sept. 13-15**—Latin American conference for journalists, co-sponsored by *Foundation for American Communications, Tinker Foundation* and *Institute of the Americas*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

Sept. 14—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, International Council*. Information: (212) 308-7540.

Sept. 15-17—*National Religious Broadcasters Association* Western chapter meeting. Los Angeles Marriott, Los Angeles.

■ **Sept. 17**—*Southern California Cable Association* luncheon. Speaker: Neil Austrian, chairman and chief executive officer, Showtime/The Movie Channel. Marina del Rey Marriott, Marina del Rey, Calif.

Sept. 18-20—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

■ **Sept. 18-20**—*Television Bureau of Advertising* sales advisory committee meeting. Rye Town Hilton, Rye, N.Y.

Sept. 19-20—*Institute of Electrical and Electronics Engineers* Broadcast Technology Society fall broadcast symposium. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers* and *Royal Television Society*. Metropole conference and exhibition center, Brighton, England.

Sept. 20-22—*Maine Association of Broadcasters* annual meeting. Sebasco Estates. Sebasco, Maine.

■ **Sept. 20-22**—Economics II, conference for journalists, sponsored by *Foundation for American Communications*. Keystone Conference Center, Keystone, Colo.

■ **Sept. 21-24**—Intelevent '85, fourth annual telecommunications conference, sponsored by *Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey; E.F. Hutton; Peat, Marwick, Mitchell & Co.*, and *International Herald Tribune*, and produced by International Televent Inc. Speakers include Richard Butler, ITU; Richard Colino, Intelsat; Andrea Caruso, Eutelsat, and Mimi Dawson, FCC commissioner. Hotel Montfleury, Cannes, France.

Sept. 22—Presentation of *Academy of Television Arts and Sciences'* 37th annual prime time Emmy awards, on ABC-TV, originating from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 22-25—Intelevent, fourth annual international telecommunications conference, sponsored by *Intelevent*, nonprofit corporation established to "foster dialog between international private sector and governments." Hotel Montfleury, Cannes, France. Information: (202) 857-4612.

Errata

Omitted from top 50 MSO list in June 3 issue was **Falcon Communications**, which is the managing partner of Falcon Communications, Falcon Cable TV of Northern California and Falcon Cablevision. It has **200,000 basic subscribers**, 230,000 pay subscribers, and passes 390,000 homes with 500,000 homes in its franchised areas. Lenfest, 50th-ranking MSO on original list, becomes 51st.

□

Due to error in reported RER figures, **national spot radio for April decreased by 16%**, not 15.4% as stated in "Riding Gain" in June 10 issue. And when RER adjusts data to compensate for five-week standard billing month last year versus four weeks this year, month increased by 5%, not 5.7%.

Five things
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1 **BROADCASTING:** The news magazine of the fifth estate: radio, television, cable TV, satellites and the allied arts. Providing wall-to-wall coverage of broadcast entertainment, journalism, advertising, regulation, engineering, finance and other areas essential to professionals in all sections of the broadcast media universe. Authoritative, widely read, widely quoted. $65 a year.

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target. . . . I do believe [Helms] speaks to and for the far right."

On other matters, the news chief said Bill Moyers will return to his commentator's role on *The CBS Evening News* within the next month, explaining that Moyers is working on two *CBS Reports* documentaries: one on the impact of illegal immigration on U.S. labor and another on the "two black Americas," affluent and poor.

Joyce emphasized that the "basic format" of *The CBS Morning News* will remain the same under the yet-to-be-named successor to co-anchor Bill Kurtis, although it is possible that news blocks will be presented by new personalities and more remote origination will take place.

Joyce said he was surprised by the report that ABC News President Roone Arledge had compared CBS News to "a prostitute" in its weekday morning changes, adding, "I think I understand some of the pressures that he's under right now. . . . He's got a third-place evening news broadcast, an affiliate revolt on *Nightline*. . .and the most widely written about news magazine in the history of this business, *Seven Days*, never got on the air."

Reacting to PBS's decision to present a program on its schedule produced by Accuracy in Media that is highly critical of a previously aired PBS documentary series on Vietnam, the CBS executive said the action raised an important issue in broadcast journalism.

"I think we need to find ways to get a variety of voices on our air," said Joyce, adding: "We're not very good at that." He said that he does not think that narrow, ideologically biased groups should be given their own crews and airtime, but that commentary segments should have a place on the CBS schedule. Options discussed include a continuing "op-ed" segment of *The CBS Morning News* or a video adaptation of CBS Radio's *Spectrum* series, which offers short opinion pieces by a group of six outside commentators. ☐

Tinker sees no RCA takeover

NBC chief doubts Turner will capture CBS; calls Capcities, ABC's prospective new owner, 'positive force' in broadcasting

NBC Chairman Grant Tinker told reporters on the NBC stop of the Consumer Press Tour at Los Angeles's Century Plaza hotel last Wednesday he believes RCA is an unlikely takeover target. The NBC parent, he said, is "a very undigestible bite." The possibility of a takeover was of virtually no concern to him, he said, and a recent discussion with RCA Chairman Thornton Bradshaw revealed no trepidation on his part either.

Responding to a questioner, Tinker also said he considers it "very unlikely" that the Turner Broadcasting System will succeed in its bid to acquire CBS. He termed CBS "a

---

NBC continues its winning summer ways

For the sixth time since the end of the regular prime time season (April 21), NBC won the prime time ratings week. For the week ending June 9, it scored a 13.9 average rating and a 25 average share, winning again on the strength of repeats. NBC captured six of the top 10 shows, and 10 of the top 20.

According to Nielsen's National Television Index (NTI), CBS ended the week with a 13/24, with four of the top 10 shows, and 10 of the top 20. ABC, meanwhile, had a 9.8/18. ABC failed to place any shows in the top 20 and also failed to capture a nightly win.

In combined ratings for the three networks, the week's 36.7 was up 2% from a 35.8 a year ago. Combined share for the week was identical to last year's. The HUT levels for the week were also up 2%, from last year's 54.1 to 55.4.

Of 66 programs, the week featured 54 repeats and seven specials. In nightly wins, CBS had four and NBC three.

■ CBS won Monday on the strength of repeats of its regular schedule, including the 10th-ranked show of the week, *Kate and Allie* (16.8/27). The season premiere of *ABC Monday Night Baseball* (8-11 p.m. NYT) between the New York Mets and the Los Angeles Dodgers posted a 10/17, sending ABC to third for the night.

Tuesday night belonged to NBC, with a regular schedule that featured fourth-ranked *Remington Steele* (17.7/31) and 11th-ranked *A Team* (16.5/30), and helped NBC to the week's highest rating for any night (17/30).

■ CBS eeked out a Wednesday win by 0.2 share point over NBC. The broadcast of the fourth game of the *NBA World Championship Series* (17/30), from 9-11:40 NYT, assured CBS the nightly win. CBS scored a 14/24.8, while NBC had a 14/24.6. Although *Highway to Heaven* (15.4/28) won its time period (8-9 p.m. NYT), the remainder of NBC's schedule could not match the basketball game. Repeat episodes of *Dynasty* (9.7/16) and *Hotel* (13.5/24), which performed strongly during the regular season from 9-11 p.m. NYT, did poorly.

■ Thursday on NBC featured the number one, two and eight shows of the week, *The Cosby Show*, *Family Ties* and *Cheers*, respectively, from (8-9:30 p.m. NYT), to give that network its accustomed win on that night. CBS had the fifth-ranked show of the week, from 9-10 p.m., *Simon & Simon* (17.6/29). An *ABC News Closeup*, "The Fire Unleashed," 8-11 p.m. NYT, an "assessment" of the "nuclear age," was the second lowest-ranked show of the week and the lowest rating/share of the week for a night, at 6.7/12.

■ Despite a challenge from game five of the *NBA Championship* (15.3/28), NBC captured Friday night with its regular schedule, which featured the third-ranked show of the week, *Miami Vice* (18.8/35). On ABC, two half-hours *Webster* (11.3/23) and *Benson* (10.7/22) combined to win the 8-9 p.m. period.

■ NBC edged ABC on Saturday by 0.3 rating points, with the networks' regular series going head-to-head. ABC only won the 10-11 p.m. period with *Finder of Lost Loves* (11.9/23).

■ CBS enjoyed a Sunday win, taking every time period with it regular schedule. The *ABC Sunday Night Movie* (8-11 p.m.), a repeat of "Beyond the Poseidon Adventure" did a 10.4/19, and the *NBC Sunday Night Movie* (9-11 p.m.), a repeat of "Hopscotch," scored a 13/25.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	21.9/40
2.	Family Ties	NBC	20.0/35
3.	Miami Vice	NBC	18.8/35
4.	Remington Steele	NBC	17.7/31
5.	Simon & Simon	CBS	17.6/29
6.	NBA Championship, game 4	CBS	17.0/30
7.	Dirty Work	CBS	17.0/30
8.	Cheers	NBC	17.0/29
9.	Riptide	NBC	16.9/28
10.	Kate & Allie	CBS	16.8/27
11.	A Team	NBC	16.5/30
12.	Trapper John, M.D.	CBS	16.0/29
13.	Cagney & Lacey	CBS	16.0/27
14.	Newhart	CBS	16.0/25
15.	M.A.D.D.	NBC	15.7/26
16.	Highway to Heaven	NBC	15.4/28
17.	Crazy Like a Fox	CBS	15.4/27
18.	NBA Championship, game 5	CBS	15.3/28
19.	Facts of Life	NBC	14.9/26
20.	60 Minutes	CBS	14.8/32
21.	Who's the Boss?	ABC	14.8/25
22.	Murder, She Wrote	CBS	14.7/28
23.	Goodbye Charlie	ABC	14.6/23
24.	Double Trouble	NBC	14.5/24
25.	Night Court	NBC	14.0/25
26.	Hill Street Blues	NBC	13.9/26
27.	Hopscotch	NBC	13.8/25
28.	Hotel	ABC	13.5/24
29.	Scarecrow & Mrs. King	CBS	13.0/23
30.	TV Bloopers and Prac. Jokes	NBC	12.8/23
31.	Magnum, P.I.	CBS	12.0/21
32.	St. Elsewhere	NBC	12.0/21
33.	Finder of Lost Loves	ABC	11.9/23
34.	Hunter	NBC	11.8/23
35.	Knight Rider	NBC	11.6/22
36.	Gimme a Break	NBC	11.5/23
37.	Webster	ABC	11.3/23
38.	Mama's Family	NBC	11.2/22
39.	Love Boat	ABC	11.0/23
40.	Mike Hammer	CBS	10.9/21
41.	It's Your Move	NBC	10.7/23
42.	Benson	ABC	10.7/22
43.	Future is Now	ABC	10.7/19
44.	Diff'rent Strokes	NBC	10.6/24
45.	Airwolf	CBS	10.6/21
46.	V	NBC	10.5/20
47.	Beyond Poseidon Adventure	ABC	10.4/19
48.	Three's a Crowd	ABC	10.4/19
49.	T.J. Hooker	ABC	10.0/22
50.	Baseball, Dodgers vs. Mets	ABC	10.0/17
51.	Dynasty	ABC	9.7/16
52.	Fall Guy	ABC	9.3/17
53.	Foulups, Bleeps & Blunders	NBC	9.1/16
54.	E/R	CBS	9.0/16
55.	Charles in Charge	CBS	8.9/17
56.	Marva Collins Story	CBS	8.8/15
57.	Silver Spoons	NBC	8.6/18
58.	Dukes of Hazzard	CBS	8.1/17
59.	Altered States	ABC	8.0/15
60.	Ripley's Believe It Or Not	ABC	7.2/16
61.	Jeffersons	CBS	7.2/13
62.	Cover-Up	CBS	7.0/16
63.	Best Times	NBC	7.0/14
64.	Punky Brewster	NBC	6.7/15
65.	Fire Unleashed	ABC	6.7/12
66.	Lucie Arnaz Show	CBS	6.4/12

*indicates premiere episode

vice and sell it on behalf of "any represented station, regardless of station subscription status with Birch." The agreement stipulates that the rep may sell at the national level only and cannot divulge estimates to nonsubscribing stations.

Labor troubles

The New York local of the American Federation of Television and Radio Artists (AFTRA) has filed a "charge" with the National Labor Relations Board (NLRB) alleging that the United Stations Radio Networks One and Two Inc. (formerly the RKO Radio Networks) has engaged in "unfair labor practices."

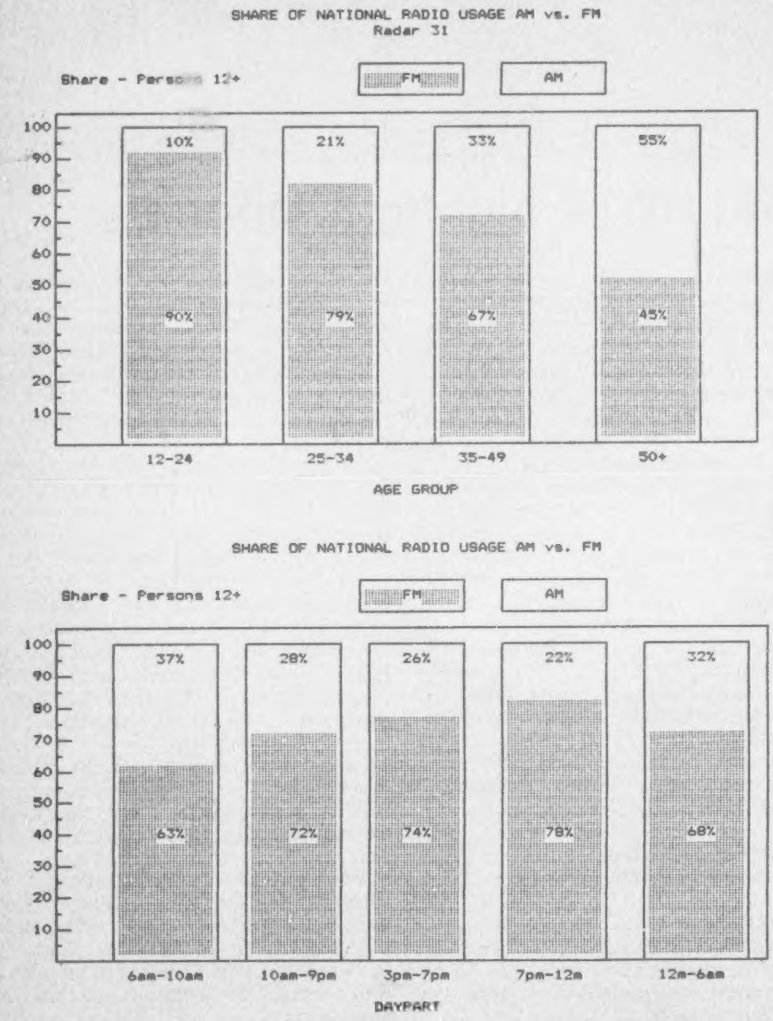
The issue, according to AFTRA, primarily centers on United Stations' move to "modify" AFTRA's existing contract with the networks by seeking "serious concessions," which the union said include expanding the work day for AFTRA members (newscasters) by increasing the number of on-air newscast shifts from five to seven. The AFTRA complaint claimed the United Stations "entered in a campaign of coercion, intimidation and harassment of employes to obtain these concessions [to the AFTRA agreement]."

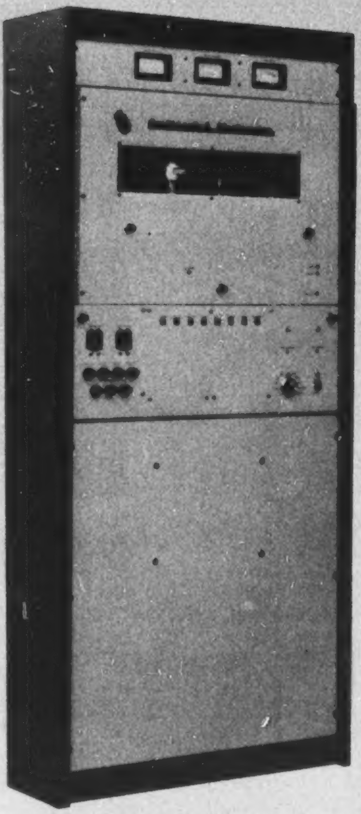
United Stations President Nick Verbitsky could not be reached for comment last week.

Since the United Stations took over the RKO Radio Networks last April, ("In Brief," April 22), company officials have taken a leaner approach to the network operation. The staff of about 160 full- and part-time employes has been trimmed by some 20% ("In Brief," May 27), and several network programs and features have been canceled ("Riding Gain," April 29).

Last month Bill Hogan, executive vice president and general manager of the United Stations Radio Networks One and Two, noted that the networks have suffered substantial revenue losses, and some changes had to be made in order to "get them back on track" ("Riding Gain," May 6).

Radio listening profiles. The charts below, from NBC Radio Research, show the share of national radio audience usage (AM and FM) by age group (top) and daypart (bottom), based on Statistical Research Inc.'s new spring 1985 RADAR 31 audience data. Overall, FM radio had its highest share ever, reaching 70.6% of the total radio listening audience in the average quarter hour (persons, 12-plus, Monday to Sunday, 24 hours).





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Melrose. It owns KFQP(AM)-KGB-FM San Diego, KXOA-AM-FM Sacramento and KYNO-AM-FM Fresno, all California. Melrose is group operations manager. Filed June 3.

■ WQAA(FM) Luray, Va. (103.9 mhz; 3 kw; HAAT: 11 ft.)—Seeks assignment of license from Wilson Broadcasters Inc. to Christian Voice Network Inc. for $2,000 cash and tax deductible receipt of $30,000. Seller is owned by Harry A. Epperson, who has no other broadcast interests. Buyer is equally owned by Rodney Fritts, his wife, Mary, and James D. Bailey. It has no other broadcast interests. Filed May 28.

■ KULE(AM) Ephrata, Wash. (730 khz; 1 kw-D)—Seeks assignment of license from James O. Niel, trustee in bankruptcy to B&G Enterprises for $95,000 cash. Seller has no other broadcast interests. Buyer is equally owned by Alfred C. Geesey and Randal E. Boruf, who have no other broadcast interests. Filed June 3.

New Stations

FM's

■ Fort Mitchell, Ala.—Janice M. Camba seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: 6002 88th Place, New Carrollton, Md. 20784. Principal has no other broadcast interests. Filed May 31.

■ Fort Mitchell, Ala.—Minority Radio Associates seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: 3736 Winkfield Pl., Columbus, Ga. 31909. Principal is owned by Margaret P. Angell (20%), her sister-in-law, Rita J. Angell (60%), and Enrique Santiago Rivera (20%). Filed May 31.

■ Fort Mitchell, Ala.—Rosie R. Strong and Kathryn G. Cason seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: No. 5 Cranston Ct., Columbus, Ga. 31907. Principal is owned by licensees and Stephen Hollis, who owns WMOC(AM) Chattanooga, Tenn. Filed May 31.

■ Barling, Ark.—George V. Domerese seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 23 Briarwood, Clarksville, 72830. Principal has no other broadcast interests. Filed May 24.

■ Barling, Ark.—Aguilar Broadcasting Co. seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 3201 South O St., #16, Fort Smith, Ark. 72903. Principal is owned by Lillie Olivia Aguilar and Donald E. Holley. Holley also has interest in KLCO(AM)-KRZK(FM) Branson, Miss. Filed May 31.

■ Barling, Ark.—Martha L. Demaree seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 313 Mockingbird Lane, Sallislaw, Okla. 74955. Principal has no other broadcast interests. Filed May 20.

■ Barling, Ark.—Robert G. Kerrigan seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 12009, Pensacola, Fla. 32589. Principal has no other broadcast interests. Filed May 31.

■ Barling, Ark.—Betsy Keith Pilgrim seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 255, 72932. Principal has no other broadcast interests. Filed May 31.

■ Mt. Bullion, Calif.—Joseph J. Thompson seeks 99.9 mhz; 2 kw; HAAT: 2,085 ft. Address: 4111 Pine Meadows Way, Pebble Beach, Calif. 93953. Principal is station manager of KBOQ(FM) Marina, Calif. Filed May 31.

■ Mt. Bullion, Calif.—Edward E. Abramson seeks 99.9 mhz; 1.8 kw; HAAT: 640 m. Address: Route 2, Box 96, Chico, Calif. 95926. Principal has interest in KRIJ-FM Paradise, Calif. Filed May 31.

■ Mt. Bullion, Calif.—Peter E. Baird seeks 99.9 mhz; 1.8 kw; HAAT: 640 m. Address: P.O. Box 2631, Livonia, Mich. 48151. Principal has no other broadcast interests. Filed May 31.

■ Mt. Bullion, Calif.—Rosalie L. Bustos seeks 99.9 mhz; 1.8 kw; HAAT: 648 m. Address: 3430 Jefferson Ave., Redwood City, Calif. 94062. Principal has no other broadcast interests. Filed May 30.

■ Mt. Bullion, Calif.—Mount Bullion Community Broadcasting Inc. seeks 99.9 mhz; 1.86 kw; HAAT: 642.8 m. Address: P.O. Box, Freedom, Calif. 95019. Principal is owned by Eric R. Hilding and Claudia Ward Bartosiewicz, who have no other broadcast interests. Filed May 31.

■ Ukiah, Calif.—Sound Sense seeks 105.9 mhz; 2.5 kw; HAAT: 1,884 ft. Address: 25234 Robinson Rd., Willits, Calif. 95490. Principal is owned by Vidya Tolani, program director at KLLK(AM) Willits, Calif. Filed May 31.

■ Ukiah, Calif.—Joseph M. Perez seeks 105.9 mhz; 2.8 kw; HAAT: 549 ft. Address: 1901 May Ave., Santa Rosa, Calif. 95401. Principal has no other broadcast interests. Filed May 31.

■ Ukiah, Calif.—Marilyn J. Johnson seeks 105.9 mhz; 2.5 kw; HAAT: 1,869 ft. Address: 1825 Mellor Dr., Lakeport, Calif. 95453. Principal has no other broadcast interests. Filed May 31.

■ Ukiah, Calif.—Redwood Empire Broadcasting seeks 105.9 mhz; 2.818 kw; HAAT: 1,788.6 ft. Address: 2451 Mill Creek Road, 95482. Principal is owned by Claudia Clark (60%) and Theodore S. Storck (40%). Storck owns KTRF(AM)-KSNR(FM) Thief River Falls, Minn., and KRBQ(FM) Red Bluff, Calif. Filed May 29.

■ Daytona Beach, Fla.—Volusia Public Radio Inc. seeks 90.1 mhz; 5 kw; HAAT: 128 ft. Address: 957 Tall Pine Dr., Port Orange, Fla. 32019. Principal is nonprofit corporation headed by John E. Weeks. Filed May 29.

■ Hilo, Hawaii—Golden Bear Communications seeks 100.3 mhz; 100 kw; HAAT: minus 430 ft. Address: 8151 Anchor Dr., Longmont, Colo. 80501. Principal is owned by Dennis D. Workman. It also owns KBEY(AM)-KSHR(FM) Coquille, Ore., and WBTY(FM) Homerville, Ga., and is app. for three new FM's. Filed May 31.

■ Hilo, Hawaii—Carmen D. Dwight seeks 100.3 mhz; 100 kw; HAAT: minus 84 ft. Address: 6125 Hornet St., Apt. 11, Los Angeles 90035. Principal is financial officer with *KUSC-FM Los Angeles, and is also app. for new FM in Pearl City, Hawaii. Filed May 31.

■ Hilo, Hawaii—Josie Moore seeks 100.3 mhz; 100 kw; HAAT: minus 40.6 m. Address: 1411 Ledbetter, Round Rock, Tex. 78664. Principal owns KJML(TV) Hilo, Hawaii. Filed May 31.

■ Honolulu—Tzeitle Broadcasting Co. seeks 105.1 mhz; 100 kw; HAAT: minus 96 ft. Address: 875 Puumao St., 96825. Principal is owned by Faredah Shamsudin Ward, who has no other broadcast interests. Filed June 5.

■ Honolulu—Hawaii Public Radio seeks 89.3 mhz; 100 kw; HAAT: 1,242 ft. Address: 1335 Lower Campus Dr., 96822. Principal is nonprofit corporation headed by John Henry Felix. It also owns KHPR(FM) Honolulu and KWPR(FM) [CP] Wailuku. Filed May 14.

■ Pearl City, Hawaii—K.A.R.E.-Hawaii seeks 101.9 mhz; 100 kw; HAAT: 1,886 ft. Address: 1711 Marquee St., Honolulu 96822. Principal is owned by Doreen Chang, Daryl Utsumi and Delores Tegteimer. It has no other broadcast interests. Filed May 31.

■ Pearl City, Hawaii—The Pleiades Group seeks 101.9 mhz; 100 kw; HAAT: 1,242 ft. Address: 970 N. Kalaheo C314, Kailua, Hawaii 96734. Principal is owned by L.D. Anderson (85%), Austin Stephen Vali (10%) and K.S. Chung (5%). It has no other broadcast interests. Filed May 31.

■ Pearl City, Hawaii—Mamala Bay Broadcasting Ltd. seeks 101.9 mhz; 100 kw; HAAT: 577 m. Address: 41 Aheahe Pl., Pukalani, Hawaii 96785. Principal is owned by Joseph C. Smith and five others. It has interest in app.'s for two new FM's in Chicago and San Diego. Filed May 31.

Summary of broadcasting
as of April 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,786	170	4,956
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	2,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Pearl City, Hawaii—Carmen D. Dwight seeks 101.9 mhz; 100 kw; HAAT: 1,806 ft. Address: 6125 Horner St., Apt. 11, Los Angeles 90035. Principal is financial officer with *KUSC-FM Los Angeles, and is also app. for new FM in Hilo, Hawaii. Filed May 31.

■ Waipahu, Hawaii—Christine F. Paul seeks 102.7 mhz; 100 kw; HAAT: 1,805 ft. Address: 20389 Barnard Ave., Walnut, Calif. 91789. Principal owns CP for new FM in Burns, Ore., and is app. for new FM in Honolulu. Her father, Hugh R. Paul, owns KHCR(FM) Paauilo, Hawaii. Filed May 31.

■ Waipahu, Hawaii—Waipahu Broadcasting Limited Partnership seeks 102.7 mhz; 100 kw; HAAT: 577 m. Address: 27 Stinson, Andover, Mass. 91202. Principal is owned by Jung S. Son (80%), Mary Lou Maierhofer (10%) and Paula Baptist (10%). It has no other broadcast interests. Filed May 31.

■ Waipahu, Hawaii—Chun Broadcasting Ltd. seeks 102.7 mhz; 100 kw; HAAT: 1,782 ft. Address: 1137 Kaumoku St., Honolulu 96825. Principal is owned by Frances S. Chun, Gerald H. Staub and Walter D. Barker. Barker has interest in app. for new FM in Bellefonte, Pa. Filed May 22.

■ Waipahu, Hawaii—Golden Bear Communications Inc. seeks 102.7 mhz; 100 kw; HAAT: 1,893 ft. Address: 8151 Anchor Dr., Longmont, Colo. 80501. Principal is owned by Dennis D. Workman. It also owns KBEY(AM)-KSHR(FM) Coquille, Ore., and WBTY(FM) Homerville, Ga., and is app. for three new FM's. Filed May 31.

■ Waipahu, Hawaii—Berdina Simmons seeks 102.7 mhz; 5 kw; HAAT: 1,057 ft. Address: 597 Circle Dr., Maysville, Ky. 41056. Principal has no other broadcast interests. Filed May 31.

■ Quincy, Ill.—Cynthia Escajeda Cart seeks 103.9 mhz; 3 kw; HAAT: 328 ft. Address: 704 Douglas Ave., Prescott, Ariz. 86301. Principal has no other broadcast interests. Filed May 28.

■ Quincy, Ill.—Believer's Broadcasting Corp. seeks 103.9 mhz; .23 kw; HAAT: 947.75 ft. Address: 3610 S. 24th St., 62301. Principal is nonprofit corporation headed by brothers, Carl and Henry Geisendorfer. It also owns CP for WJTR(TV) Quincy. Filed May 31.

■ *Mason City, Iowa—University of Northern Iowa seeks 91.5 mhz; 10 kw; HAAT: 111.9 ft. Address: 324 Communications Arts Center, Cedar Falls, Iowa 50614. Principal is public educational institution, which also owns KUNI(FM) and KHKE(FM) Cedar Falls, Iowa. It is headed by Constantine Curris, president. Filed May 30.

■ Hastings, Neb.—Golden Bear Communications seeks 98.1 mhz; 100 kw; HAAT: 328 ft. Address: 8151 Anchor Dr., Longmont, Colo. 80501. Principal is owned by Dennis D. Workman. It also owns KBEY(AM)-KSHR(FM) Coquille, Ore., and WBTY(FM) Homerville, Ga., and is app. for three new FM's. Filed May 31.

■ Hastings, Neb.—Bott Communications Inc. seeks 98.1 mhz; 100 kw; HAAT: 600 m. Address: 10841 E. 28th St., Independence, Mo. 64052. Principal is owned by Richard P. Bott; his wife, Shirley, and their son, Richard P. Bott. Bott is group owner. Filed May 30.

■ Manteo, N.C.—Manteo Community Broadcasting Inc. seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 1, Box 320, Kill Devil Hills, N.C. 27948. Principal is owned by H.B. Spruill and family. It has no other broadcast interests. Filed May 30.

■ Manteo, N.C.—Melford Blackwell seeks 98.3 mhz; 3 kw; HAAT: 291.8 ft. Address: 7701 Newsome Ct., Browns Summit, N.C. 27214. Principal has no other broadcast interests. Filed May 31.

■ Manteo, N.C.—Lorin A. Costanzo seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 3, Box 358, Troutville, Va. 24175. Principal has no other broadcast interests. Filed May 31.

■ Millersburg, Ohio—McKinley Communications seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 315 Highland Dr., Edgewater, Md. 21037. Buyer is owned by John McKinley and his wife, Sarah. It recently purchased new FM in Fredericktown, Ohio. Filed May 31.

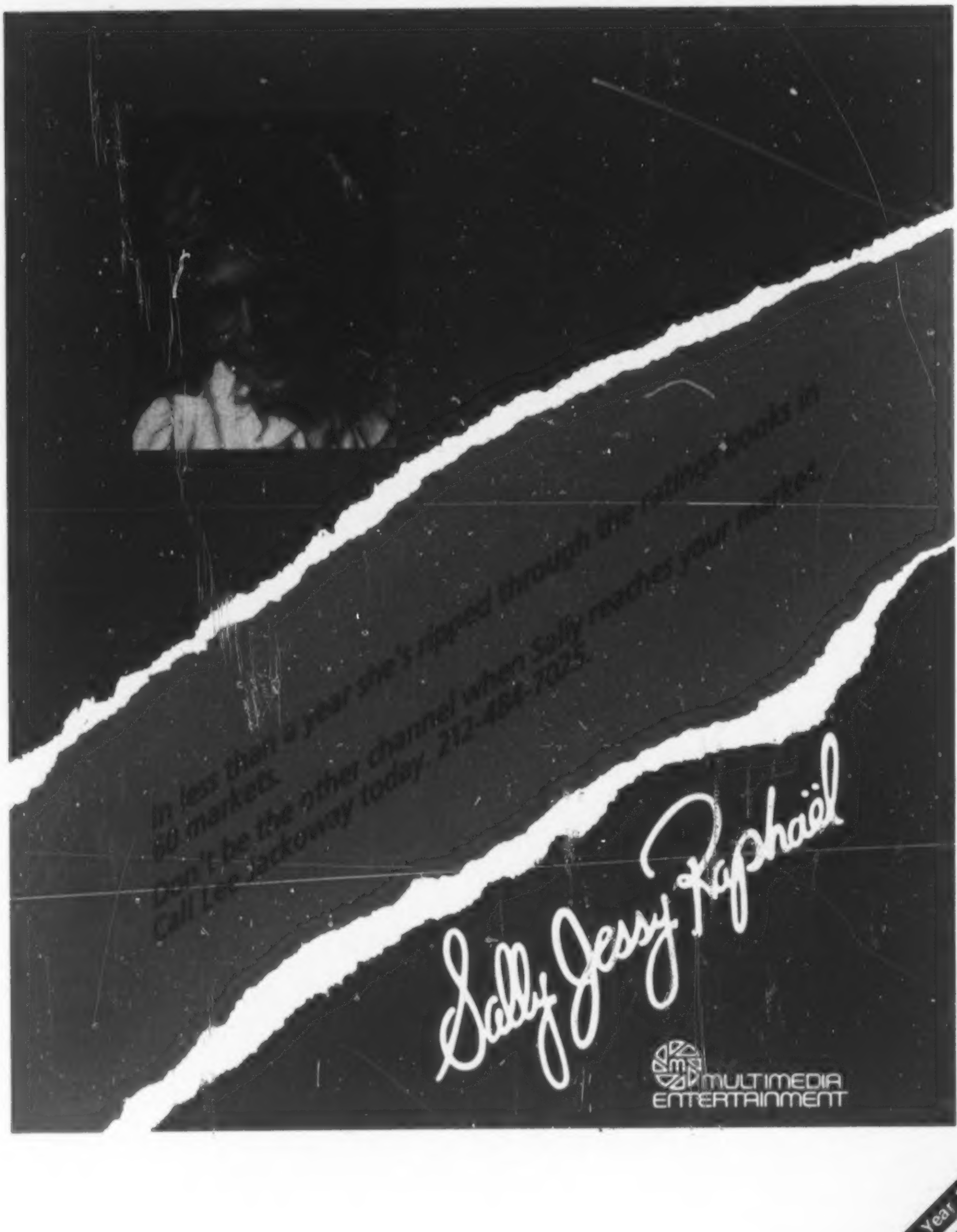
■ Millersburg, Ohio—Holmes Radio Corp. seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 6975 S. Honeytown Rd., Wooster, Ohio 44691. Principal is owned by Esther L. Martin. Her son, Donald, is on board of *WGTS-FM Takoma Park, Md., and has interest in app.'s for new FM's in Reno and Honolulu. Filed May 31.

■ Millersburg, Ohio—Graphic Publications Inc. seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: Corner of routes 39 and 62, Berlin, Ohio 44610. Principal is owned by Abe L. Mast and his wife, Frances. It has no other broadcast inter-

C1750-1A

The Fifth Estate

Broadcasting ⚡ Jun 24



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Vol. 108 No. 25

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Snider elected joint board chairman
What to do about the CRT
Covering the daily drama in Beirut

THE WINNER IS ☐ Ted Snider wins joint board chairmanship of NAB over Walter May. **PAGE 27.**

CBS FRONT ☐ Turner registration clears Securities and Exchange Commission. Speculation on street is that CBS may undertake stock repurchase plan, or has other plans in the works, to foil takeover attempt. **PAGE 29.**

BEIRUT DRAMA ☐ Networks keep vigil in hijacking of TWA flight. ABC scores major coup with exclusive interview with plane's crew at Beirut airport. **PAGE 33.**

SWAP TALK ☐ Most commenters say FCC could not allow UHF/VHF swap without opening up channels to competing interests. **PAGE 38.**

BOASTING NUMBERS ☐ Turner Broadcasting files answer at FCC to petition to deny its attempt to take over CBS, explaining how the numbers and management would work. **PAGE 44.**

SHORT STICK ☐ Radio stations upset over increase in telephone rates. **PAGE 45.**

HOSTILE REVIEW ☐ Senators introduce legislation on hostile takeovers. **PAGE 46.**

STAND UP ☐ Appeals court denies rehearing of Preferred cable case. **PAGE 40.**

FAIR PLAY ☐ Bill is introduced on negative political campaign advertising. **PAGE 49.**

SLOW GROWTH ☐ Analysts foresee large advertisers only slightly increasing expenditures in second half of the year. **PAGE 50.**

RADAR RETHINK ☐ Ratings company plans review of monitoring practices after allegations of distortion arise in RKO case. **PAGE 53.**

SETTING SAIL ☐ Discovery Channel, cable's first service showcasing the physical and social sciences, was launched last week. **PAGE 53.**

BULLISH ON PPV ☐ Movie producers see pay-per-view as large revenue source. **PAGE 54.**

LOGGING IN ☐ ABC executives, in final press tour of season, say producers will have greater creative control. **PAGE 57.**

TAXPAYER SUPPORT ☐ Heritage Foundation study questions whether public should continue funding National Public Radio. **PAGE 59.**

SWEETER EMBASSY ☐ Coca-Cola buys Embassy Communications but programing will remain independent of other Coke subsidiary, Columbia Pictures. **PAGE 68.**

LOOKING GOOD ☐ AGB Television Research reports positive results with PeopleMeter test in Boston. **PAGE 70.**

LAST CHANCE ☐ Supreme Court rejects CNN's plea regarding ban on televised coverage of Westmoreland trial. **PAGE 73.**

LIFE'S AMBITION ☐ Mutual's Ron Nessen is on top of the news and right where's he's always wanted to be. **PAGE 95.**

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was looking to attract the 18-to-24-year-olds who are single and employed, and decided that radio was the answer because "young adults can't live without a radio."

Chrysler, said Campana, targeted contemporary hit, album rock and adult contemporary stations for its "Plymouth Rocked America" campaign. During the spring and summer months, there was a heavy concentration of spots on the weekends, he said. "Our prospects were on the go all weekend long listening to their radios and we wanted to be with them."

Campana said Chrysler also bought a lot of nationally syndicated weekend shows such as *American Top 40* and *The King Biscuit Flour Hour* in addition to sponsoring several concerts on NBC's Source network with major promotional tie-ins such as car, album and concert ticket giveaways. Radio, which was the leading medium for the Duster campaign, played a key role in increasing sales of Turismo Dusters by 33% in just six months, Campana said.

Throughout the aftermath of the Bell system breakup on Jan. 1, 1984, AT&T's primary medium for addressing the needs of the small-business customers has been radio, said Dick Draper, advertising director for AT&T Information Systems. "We had to change the customers' ingrained behavior of calling the local phone company for their telecommunications equipment needs and convince them to call AT&T instead," he said.

Why radio as the primary vehicle? "First, radio is very efficient against our small-business target audience. Second, since none of our principal competitors were making extensive use of network radio at the time, we could obtain virtual category exclusivity. Third, radio allowed us to maintain a strong, continuous presence in the marketplace. And finally, radio gave us the flexibility required to execute our advertising plans in a timely, responsive manner," Draper explained.

Draper said he started the campaign this year with three-week flights in morning drive time and has since added evening drive. The spots are being produced by Dick Orkin and his Radio Ranch for Wayward Cowboys. "It seemed to us that Orkin's special brand of humor could be applied to the kinds of problems being experienced by small-business customers and to the solutions offered by AT&T," Draper said.

Radio has played a major role in the 45% growth in sales of McDonald's breakfast items, according to Karen Dixon-Ware, the firm's manager of media. She pointed to radio's frequency and top-of-mind characteristics as key elements for the company's marketing strategy. Seventy-eight percent of McDonald's customers make the decision to go to the fast food chain within two hours before their visit, and more than half make that decision within two minutes, Dixon-Ware noted.

She said McDonald's has also capitalized on radio's flexibility and has used a number of techniques such as: delivering breakfast to morning air personalities; contests that offer breakfast with the listeners' favorite disk jockey; McDonald's-sponsored time checks, and coupon give-aways. Dixon-Ware said that McDonald's invested just under $32 million in local radio in 1984, and she projected that more than $37 million will be spent on the medium this year.

Maria Boerlage, group brand director of the Schering Corp., said that brand awareness of Tinactin, an antifungal, over-the-counter athlete's foot medicine, jumped 50% after an eight-week trail radio flight in 1984 in Los Angeles, San Francisco, Seattle and Phoenix. She said Schering now advertises Tinactin on radio in the majority of its sales territories. Throughout the "athlete's foot belt" (the West Coast, the South and especially Florida), Tinactin spots are running for 24 weeks, said Boerlage. In supplemental markets the campaign runs for 12 weeks.

Jim Thompson, vice president and group head of Leo Burnett Inc., and representing United Airlines, said it wasn't until 1982 that, instead of borrowing sound tracks from television commercials, a special advertising program designed for radio was launched. "At the agency, a new attitude had developed about radio," said Thompson. He said radio had been the "best part" of the "100,000-miles, frequent-flyer program" campaign and, in the last year, has worked well with the company's "friendly skies" campaign. Although radio may be a cost efficient medium, said Thompson, good radio spots require quality production. "More important than knowing when to save a dollar is knowing how to spend it," he said.

On the subject of humor in advertising, Joy Golden, president of Joy Radio Inc. and former executive with TBWA Advertising, where she created the highly popular "Laughing Cow Cheese" campaign, said amusing advertising works as effectively, and is taken as seriously as "complex" strategy and "serious" selling points. "As long as you don't lose your product inside the humor, all that can happen is that you stir up some good, nice warm feelings for whatever it is you're selling when your spots cause a chuckle or two."

She credited the early days of radio and the likes of Jack Benny, Fred Allen, Edgar Bergen and Amos & Andy with teaching her "dialect, dialogue, timing and how to create funny pictures out of voices."

Serving as the master of ceremonies for the event was radio personality Gary Owens, who is currently vice president/creative services, Gannett Radio. ☐

INTV first-quarter update. A report issued by the Association of Independent Television Stations shows that the top 25 national advertisers placed more than half their billings (52%) on independent stations in the first quarter of 1985. Findings in the study are based on a special 15-market tabulation provided to INTV by Broadcast Advertisers Reports.

INTV said the study shows that the top 25 advertisers increased their spending by 15% over the first quarter of 1984. Leading investors on independent spot included Procter & Gamble, $46.1 million; General Mills, $18.8 million; Pepsico, $17.2 million, and Nestle S.A., $15.2 million. Basic information for comparisons was supplied by Television Bureau of Advertising.

Spot categories, total spot expenditures, independents' share

1.Food	$209,268	43%
2.Automotives	161,700	32
3.Confectionary	61,294	60
4.Consumer services	54,323	29
5.Toiletries	54,274	54
6.Travel, hotels	51,338	25
7.Proprietary medicines	46,723	55
8.Publishing, media	34,647	45
9.Beer, wine	33,657	53
10.Soaps, polishes	30,446	55
11.Household equipment	29,753	41
12.Sporting goods, toys	18,694	87
13.Insurance	17,926	40
14.Home electronics	15,326	48
15.Apparel, footwear	13,537	48
16.Pet foods, supplies	13,189	30
17.Gasoline, lubricants	13,037	40
18.Household furnishings	9,009	67
19.Office equipment	8,921	23
20.Industrial development	7,490	24
TOTAL	$884,552	43%

Advertiser, total spot expenditure (000), independents' share

1.	Procter & Gamble	$46,058	64%
2.	General Mills	18,800	85
3.	Pepsico	17,183	35
4.	Nestle	16,217	30
5.	Toyota Motor Sales	15,325	50
6.	Lever Bros.	13,881	47
7.	Nissan	13,443	26
8.	General Foods	12,474	66
9.	Beatrice	12,172	30
10.	Coca-Cola	11,910	47
11.	Warner-Lambert	11,843	83
12.	Mars Inc.	11,510	81
13.	Dart & Kraft	11,127	35
14.	Anheuser-Busch	10,877	68
15.	MCI Communications	10,803	33
16.	Ralston Purina	10,457	44
17.	Chrysler	10,025	37
18.	Ford	9,891	26
19.	Kellogg	9,671	56
20.	A.H. Robins	9,524	57
21.	General Motors	9,519	37
22.	Adolph Coors	8,391	51
23.	Campbell Soup	8,073	32
24.	Nabisco Brands	7,397	68
25.	Time Inc.	7,156	64
Top 25		$323,730	52%

Advertiser, '85 % on independents, '84 %, dollar change '85-'84

1.	Procter & Gamble	64	68	– 8
2.	General Mills	85	79	– 8
3.	Pepsico	35	43	+ 10
4.	Nestle	30	37	+161
5.	Toyota Motor Sales	50	38	+ 93
6.	Lever Bros.	47	35	+ 4
7.	Nissan Motors	26	33	– 30
8.	General Foods	66	59	– 3
9.	Beatrice	30	22	+200
10.	Coca-Cola	47	54	+ 33
11.	Warner Lambert	83	81	+ 25
12.	Mars	81	63	+ 43
13.	Dart & Kraft	35	45	– 32
14.	Anheuser-Busch	68	83	+ 18
15.	MCI Communications	33	31	+ 97
16.	Ralston Purina	44	41	+100
17.	Chrysler Corp.	37	30	+117
18.	Ford	26	28	– 8
19.	Kellogg	56	75	– 19
20.	A.H. Robins	57	55	+ 1
21.	General Motors	37	27	+ 55
22.	Adolph Coors	51	38	+121
23.	Campbell Soup	32	29	+ 57
24	Nabisco	68	49	+ 28
25.	Time Inc.	64	54	– 27
Top 25		52	53	+ 15

tems to "engage in entrepreneurial software distribution," said Harris. "They can be in the home run business, which means they can make a lot of money in one single night off an event."

Other studio executives agreed with that assessment of PPV, including Kuyper. "With PPV, it's one movie" and not a 24-hour schedule of programing, he said. "All that matters is, is it going to be 'Raiders' or is it going to be [something else]." While Kuyper was reluctant to predict the exact role networks may play in the PPV business, he stressed that "our partner is certainly the cable operator. The cable operator and the studios are going to walk hand in hand down this business together."

Frank Biondi, executive vice president of Coca-Cola's entertainment group, which includes Columbia Pictures, was also reluctant to predict what role PPV networks would play, if any. As for his company's own role, he said the current thinking is that Coca-Cola, through Columbia, is essentially a program supplier and "promoter of the market. If there is a market there, we'd like to see it develop quickly and successfully. And in some cases that means doing nothing except making titles available on an attractive basis and in other cases it means encouraging people. That may entail a variety of different roles. But I don't think we look at this business as one we want to be a network in." Paramount and Warner Bros. executives also said they would not be in the PPV network business.

How the network scenario will shake out is unclear, said Biondi, although he said: "I don't think there is any reason why a standalone operator of size can't do the business very well. But the question is: Will the economies of scale for smaller systems [to take] a feed or feeds of national scope enable [middlemen] to get in the business?" From the standpoint of developing the PPV business, he added, the establishment of one or more PPV networks would be beneficial—and not just as conduits, but as operations

NBC dominates ratings week

NBC won its fourth consecutive ratings week, placing nine programs in the top 10 and scoring a week-long 13.6 rating and 25 share in Nielsen's Television Index (NTI). CBS had a 12.4/22 and ABC a 10/18. NBC has won seven of the eight weeks since the end of the regular season by an average of 1.1 rating points over CBS and by 2.1 over ABC.

In the 38 weeks since the beginning of the regular season (Sept. 26, 1984), combined averages of the three networks show NBC (15.8/25) now trailing CBS (16.1/26) by 0.3 rating point. ABC's average stands at 14.7/23. Since the end of the season, NBC is up 9% in the ratings, while CBS and ABC are down 5% and 10%, respectively.

NBC's regular Tuesday and Thursday (with the exception of *Hill Street Blues*, 10-11 p.m.) lineups appeared in the top 10. NBC had 12 of the top 20 programs of the week, while CBS had one of the top 10 and five of the top 20. ABC had the other two top 20 programs.

The week's schedule of 69 shows featured 55 repeats and 11 specials.

Combined rating/share for the week was 36/64, down slightly from last year's 36.4/68. HUT levels were up 5% for the week, to 56.1 from last year's 53.2.

In nightly wins, NBC took Monday through Thursday, while CBS took Friday, Saturday and Sunday.

■ On Monday night, NBC edged out the regular CBS schedule on the strength of the *NBC Monday Night Movie* (9-11 p.m. NYT), a repeat of "Summer Fantasy" (14.6/24), which starred Julianne Phillips, who last month married rock star Bruce Springsteen. Although the movie beat out CBS in the time period, NBC lost 8-9 p.m. to *Scarecrow and Mrs. King* (13.8/25) as *TV Bloopers and Practical Jokes* scored a (13.7/25). ABC's *Monday Night Baseball Baseball* scored an 8.8/15.

■ The first-, fourth- and fifth-rated shows of the week, *A Team*, *Riptide* and *Remington Steele*, made up the Tuesday schedule on NBC. The night's combined rating/share on that network, 17.9/30, was the highest of the week in both categories.

■ Led by the 13th and 15th shows of the week, *Highway to Heaven* (15.6/28) and *Facts of Life* (15/25), NBC took Wednesday. On ABC, *Dynasty* (8/15) found itself in 56th place, an unfamiliar rank for the number-one show of the regular season.

■ Thursday featured the first, third, seventh and eighth finishers of the week from 8-9:30 p.m. NYT. Although *Hill Street Blues* (12.7/22) finished 23d, Thursday was still the second highest-rated night of the week in rating and share. *20/20* on ABC (10-11 p.m.), which featured the first broadcast interview with Claus Von Bulow following his acquittal, was the 13th-ranked show of the week, scoring a 15.5/27.

■ CBS took Friday on the strength of a *CBS Special Movie Presentation* (9-11 p.m.), a repeat of "Incident at Crestridge," which scored a 13/24. ABC took the 8-9 p.m. period with *Webster* (13.2/20) and *Ripley's Believe It or Not* (9/20). And on NBC, *Miami Vice*, the 10th-ranked show of the week, scored a (16.3/29). It was the third consecutive time the show has been in the top 10 and its fourth appearance there since the end of the regular season.

■ CBS took Saturday with a lineup that featured the highest-rated show of the night, *Mickey Spillane's Mike Hammer* (13.9/27). The night also had the week's lowest-rated show, an *NBC White Paper*, "A Portrait of the Press, Warts and All" (5.7/11).

■ On the strength of its regular schedule, bolstered by the sixth-ranked *Trapper John, M.D.* (16.7/31), CBS took Sunday night. The night also featured a special Father's Day lineup with a repeat of *The Cosby Show* (16.4/32), which ranked ninth for the week. Nonetheless, CBS won the night by 1.8 rating points over NBC. The *ABC Sunday Night Movie*, "F.I.S.T.," starring Sylvester Stallone, provided the lowest-rated night on a network for the week (8.9/16.8).

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	21.3/39
2.	A Team	NBC	19.4/33
3.	Family Ties	NBC	18.5/33
4.	Riptide	NBC	17.3/28
5.	Remington Steele	NBC	17.1/29
6.	Trapper John, M.D.	CBS	16.7/31
7.	Cheers	NBC	16.7/28
8.	Night Court	NBC	16.7/27
9.	The Cosby Show (Sun.)	NBC	16.4/32
10.	Miami Vice	NBC	16.3/29
11.	Highway to Heaven	NBC	15.6/28
12.	Crazy Like a Fox	CBS	15.5/27
13.	20/20	ABC	15.5/27
14.	Facts of Life	NBC	15.0/25
15.	Who's the Boss?	ABC	14.8/24
16.	Summer Fantasy	NBC	14.6/24
17.	Fathers and Sons	NBC	14.4/27
18.	Kate & Allie	CBS	14.4/24
19.	Newhart	CBS	14.4/23
20.	Simon & Simon	CBS	14.1/24
21.	Mike Hammer	CBS	13.9/27
22.	Cagney & Lacey	CBS	13.9/23
23.	Double Trouble	NBC	13.9/23
24.	Scarecrow & Mrs. King	CBS	13.8/25
25.	TV Bloopers and Prac. Jokes	NBC	13.7/25
26.	A Father's Love	NBC	13.4/24
27.	Last Great Survivors	CBS	13.3/23
28.	Webster	ABC	13.2/25
29.	Incident at Crestridge	CBS	13.0/24
30.	Gimme a Break	NBC	12.8/25
31.	Sam	ABC	12.8/20
32.	60 Minutes	CBS	12.7/27
33.	Murder, She Wrote	CBS	12.7/24
34.	Hill Street Blues	NBC	12.7/22
35.	Finder of Lost Loves	ABC	12.3/24
36.	Hotel	ABC	12.1/21
37.	Three's a Crowd	ABC	11.8/21
38.	Mama's Family	NBC	11.7/23
39.	St. Elsewhere	NBC	11.6/20
40.	Salute to Ford's Theater	CBS	11.4/20
41.	It's Your Move	NBC	11.0/23
42.	Airwolf	CBS	10.8/21
43.	Another Woman's Child	CBS	10.8/18
44.	News Special, Flight #847	ABC	10.7/23
45.	Magnum, P.I.	CBS	10.7/19
46.	MacGruder and Loud	ABC	10.5/18
47.	Foulups, Bleeps & Blunders	ABC	10.2/17
48.	T.J. Hooker	ABC	10.1/22
49.	Love Boat	ABC	10.1/20
50.	Diff'rent Strokes	NBC	9.9/22
51.	Benson	ABC	9.9/19
52.	Ripley's Believe It Or Not	ABC	9.8/20
53.	Diff'rent Strokes	NBC	9.1/19
54.	V	NBC	9.1/17
55.	People Do the Craziest Things	ABC	9.0/16
56.	Dynasty	ABC	8.8/15
57.	Baseball, Toronto vs. N.Y.	ABC	8.8/15
58.	Spencer	NBC	8.7/17
59.	Matt Houston	ABC	8.6/15
60.	Dukes of Hazzard	CBS	8.5/18
61.	Fall Guy	ABC	8.5/15
62.	F.I.S.T.	ABC	8.3/15
63.	Shooting Stars	ABC	8.1/14
64.	Jeffersons	CBS	8.0/13
65.	Cover-Up	CBS	7.5/16
66.	Punky Brewster	NBC	7.4/16
67.	Lucie Arnaz Show	CBS	6.6/11
68.	M. Nesmith in TV Parts	NBC	6.5/14
69.	Portrait of the Press	NBC	5.7/11

*indicates premiere episode

FM's

Accepted

■ KYAX (94.5 mhz) Alturas, Calif.—Seeks CP to change HAAT to minus 220 ft. App. June 14.

■ *KRCC (91.5 mhz) Colorado Springs—Seeks mod. of CP to change ERP to 1 kw and change TL. App. June 14.

■ KVMT (104.7 mhz) Vail, Colo.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 451 ft. App. June 12.

■ KXKK (97.7 mhz) Lordsburg, N.M.—Seeks CP to change freq. to 97.9 mhz; change TL; change ERP to 18 kw, and change HAAT to 2,007.36 ft. App. June 14.

■ WOJY (100.3 mhz) High Point, N.C.—Seeks mod. of CP to make changes in ant. sys. App. June 14.

TV's

Accepted

■ KTHV (ch. 11) Little Rock, Ark.—Seeks CP to replace ant. and change HAAT to 1,710 ft. App. June 17.

■ KMEX-TV (ch. 34) Los Angeles—Seeks CP to make changes in ant. sys. App. June 12.

■ KTZO (ch. 20) San Francisco—Seeks MP to change ERP to vis. 3,470 kw, aur. 347 kw; change HAAT to 1,550 ft., and replace ant. App. June 12.

■ WTKW (ch. 16) Key West, Fla.—Seeks MP to change ERP to vis. 1,589 kw, aur. 158.9 kw and replace ant. App. June 12.

■ WSCT (ch. 56) Melbourne, Fla.—Seeks MP to change coordinates. App. June 17.

■ KARD (ch. 14) West Monroe, La.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,942 ft.; replace ant., and change TL. App. June 11.

■ WCVX (ch. 58) Vineyard Haven, Mass.—Seeks MP to change ERP to vis. 1,190 kw, aur. 119.1 kw and replace ant. App. June 14.

■ WPCQ-TV (ch. 36) Charlotte, N.C.—Seeks CP to change ERP to vis. 2,100 kw, aur. 210 kw and replace ant. App. June 11.

■ KMKO (ch. 19) Muskogee, Okla.—Seeks MP to change ERP to vis. 2,762 kw, aur. 272.6 kw; change HAAT to 1,242.54 ft., and replace ant. App. June 17.

Actions

AM's

■ KIEV (870 khz) Glendale, Calif.—Granted app. to increase day power to 10 kw; install DA-2; change TL, and make changes in ant. sys. Action June 11.

■ WJBR (1290 khz) Wilmington, Del.—Granted app. to increase power to 2.5 kw. Action June 6.

■ WNUY (840 khz) Scottsmoor, Fla.—Granted app. to change city of lic. to Mims, Fla. Action June 10.

■ WCBF (1010 khz) Tampa, Fla.—Granted app. to change city of lic. to Seffner, Fla.; add night service with 5 kw; install DA-2, and make changes in ant. sys. Action June 10.

■ WDDD (810 khz) Johnson City, Ill.—Granted app. to add night service with 250 w install DA-N, and make changes in ant. sys. Action June 6.

■ KJCK (1420 khz) Junction, Kan.—Granted app. to add night service with 500 w; install DA-N; change TL, and make changes in ant. sys. Action June 10.

■ KNPE (1180 khz) Bellevue, Neb.—Granted app. to change TL and make changes in ant. sys. Action June 5.

■ WCGC (1270 khz) Belmont, N.C.—Granted app. to increase day power to 5 kw and install DA-2. Action June 10.

■ WBRM (1250 khz) Marion, N.C.—Granted app. to change TL. Action June 5.

■ KNED (1150 khz) McAlester, Okla.—Granted app. to increase power to 1 kw; change TL, and to operate by remote control. Action June 6.

■ WGSA (1310 khz) Ephrata, Pa.—Granted app. to operate by remote control. Action June 11.

■ WISA (1390 khz) Isabella, P.R.—Granted app. to increase night power to 1 kw. Action June 10.

■ WYSH (1380 khz) Clinton, Tenn.—Granted app. to add night service with 500 w and install DA-N. Action June 5.

■ WKBJ (1600 khz) Milan, Tenn.—Granted app. to increase power to 2.5 kw. Action June 10.

■ KIKR (880 khz) Conroe, Tex.—Granted app. to increase night power to 1 kw and make changes in ant. sys. Action June 5.

FM's

■ KEZN (103.1 mhz) Palm Desert, Calif.—Granted app. to install aux. sys. and move SL to 72-915 Parkview Drive, Palm Desert. Action June 10.

■ WHEW (101.9 mhz) Fort Myers, Fla.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 992 ft. Action June 10.

■ *KWIT (90.3 mhz) Sioux City, Iowa—Dismissed app. to increase ant. height and change ERP to 84 kw. Action June 6.

■ KZOC (92.7 mhz) Osage City, Kan.—Dismissed app. to change TL; change HAAT to 246 ft., and make changes in ant. sys. Action June 6.

■ KRAZ (96.9 mhz) Farmington, N.M.—Dismissed app. to change TL. Action June 5.

■ WFEM (92.1 mhz) Ellwood City, Pa.—Granted app. to move SL outside community of lic. Action June 5.

■ WZGO (106.1 mhz) Philadelphia—Granted app. to install new transmission line. Action June 10.

■ *WEPR (90.1 mhz) Greenville, S.C.—Granted app. to change ERP to 85 kw and change HAAT to 1,184.08 ft. Action June 5.

■ KEYI (103.5 mhz) San Marcos, Tex.—Granted app. to change SL. Action June 11.

TV's

■ WOFL (ch. 35) Orlando, Fla.—Granted app. to move main SL outside community of lic. Action June 10.

■ WEFC (ch. 38) Roanoke, Va.—Granted app. to change transmitter site coordinates; change HAAT to 1,625 ft.; replace ant., and change TL. Action June 4.

Call Letters

Applications

Call	*Sought by*
	New FM's
KFNO	Family Stations Inc., Fresno, Calif.
WFTI-FM	St. Petersburg-Tampa Community Radio Inc., St. Petersburg, Fla.
KSYE	Southwest Christian Media Inc., Frederick, Okla.
	Existing AM's
WGZS	WKLH Lansing Broadcasting Corp., St. Johns, Mich.
KYYX	KILA Columbia Theater Co., Henderson, Nev
WUSR	WEZQ Lorenz Broadcasting Corp., North Syracuse, N.Y.
WYLQ	WBBX Hometown Broadcasting Corp., Kingston, Tenn.
	Existing FM's
WILI-FM	WNOU Nutmeg Broadcasting Co., Willimantic, Conn.
WHFM	WHYN-FM R&R Broadcasting of Massachusetts Inc., Springfield, Mass.
WLNZ	WKLH-FM Lansing Broadcasting Corp., St. Johns, Mich.
*KILA	KYYD Faith Communications Corp., Las Vegas
WZRC	WOOS-FM Canton Broadcasting Corp., Canton, Ohio
	Existing TV
WFNN	WJAA Fajardo Associates Inc, Fajardo, P.R.

Summary of broadcasting as of April 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
VHF translators	2,889	166	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	206	7,636
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Grants

Call	*Assigned to*
	New AM
WKDJ	Muncy Broadcasting Inc., Hughesville, Pa.
	New TV's
KAGL	Angeles Broadcasting Network, San Bernadino, Calif.
WVBT	Summit Communications Inc., Virginia Beach, Va.
	Existing AM's
KXLR	KOIT Bonneville Holding Co., San Francisco
WCZY	WLQV Globe Broadcasting Co., Detroit
WRMR	WJW Booth American Co., Cleveland
WBEM	WWBR Baughman Media Inc., Windber, Pa.
WDAR	WKGE MEG Associates Ltd., Darlington, S.C.
KUEN	KSGA Wenatchee Wireless Works, Wenatchee, Wash.
	Existing FM's
WWWQ	WKSY IRP Inc., Columbia City, Ind.
WCZY-FM	WCZY Pacific and Southern Co., Detroit
WRUP	WUUN Stereo 100 Inc., Marquette, Mich.
KSCR	KBMO-FM Todd Johathan Garamella, Benson, Minn.
*WFBF	WBFR Family Stations Inc., Buffalo, N.Y.
WWLI	WPJB-FM Providence Broadcasting Corp., Providence, R.I.
KSEX-FM	KFRZ-FM First National Corp., Brigham City, Utah
	Existing TV's
WYMT-TV	WKYH-TV Kentucky Central Television Inc., Hazard, Ky.
WSJT	WRBV Richard M. Milstead, trustee in bankruptcy, Vineland, N.J.
KTDZ-TV	KTDZ Greater Portland Broadcasting Corp., Portland, Ore.
KTZZ-TV	KTZZ Seattle Broadcasting Corp., Seattle.

C1750-1A

The Fifth Estate

Broadcasting Jul 1

You'll find more women watching Good Company than all other programs combined.*

Good Company

*Monday – Friday
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55% Total Women

Nielsen, DMA, May, 1985
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Minneapolis / St. Paul

For more information, call KSTP-TV Sales at (612) 646-5555, or your nearest Petry office.

54th Year 1985

UPFRONT:

MMDS:

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BETHESDA MD 20814

Vol. 109 No. 1

Broadcasting ◪ Jul 1

BROADCASTING's annual compilation of Fifth Estate honors □ Media eye still on hostages Court puts kibosh on FCC's MMDS lotteries

Best laid plans. The cover of this week's BROADCASTING—which went to press last Thursday—promises a story on "MMDS: The First Grants." As it turned out, the D.C. Court of Appeals issued an 11th-hour stay of the FCC's planned MMDS lottery, and the story was moot by the time our reporters arrived at the scene Friday. The editors regret that circumstances forced our performance to fall short of promise.

CRISIS COVERAGE □ Role of media coverage in hostage situation is examined. The Beirut beat continues to be focus of attention. **PAGE 27-28.**

THEY'RE OFF □ Networks' upfront sales began last week with C-P-M increases anticipated in medium-to-high single digits. **PAGE 29.**

ON HOLD □ Court of Appeals in Washington halts FCC's planned MMDS lotteries until issue of women receiving minority preference is resolved. **PAGE 29**

ALL SYSTEMS GO □ ABC and Capcities shareholders give collective—and enthusiastic—nod to proposed sale/merger. **PAGE 30**

TROUBLED WATERS □ Supreme court libel ruling stuns media and threatens what had been steady expansion of First Amendment protections. **PAGE 31.**

STATING THEIR CASES □ Beleaguered Copyright Royalty Tribunal begins hearings on distribution of almost $80 million royalty pool. **PAGE 33**

BMI BATTLE □ New York federal judge rejects BMI's attempt to block special meeting called by broadcasters to consider changes in bylaws. **PAGE 33**

THE BEST AND BRIGHTEST □ BROADCASTING's annual look at who won what where in the Fifth Estate, featuring a list of the winners of major awards competitions. **PAGES 36-63.**

IN TRANSITION □ The message from Videotex '85 conference in New York last week was that conference's theme, Entering the Mainstream, will take some time. **PAGE 64.**

MEGAMERGER □ Called the largest advertising agency merger in history, Benton & Bowles and D'Arcy MacManus Masius Woldwide are joining forces. **Page 74.**

STEREO TV □ While number of stereo receivers remains small, number of stations converting to stereo continues to grow, with stereo broadcasts now reaching over one-half the households in top 200 markets. **PAGE 80.**

OFFICIAL REQUEST □ Rupert Murdoch asks FCC to OK his acquisition of Metromedia television stations. Marvin Davis bows out of deal. **PAGE 82**

WHERE THINGS STAND □ BROADCASTING's quarterly update on major issues affecting the Fifth Estate begins on **PAGE 18.**

BUYOUT □ MCI will purchase most of Satellite Business Systems from IBM for $400 million. IBM will become principal shareholder in MCI. **PAGE 85.**

KASEY AT THE MIKE □ Kasey Kasem, one of the busiest voices around, is driving force behind newest old-timer of countdown shows, *American Top 40*. **PAGE 111.**

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Networks' upfront sales off and running

CPM increases likely to be a high, single-digit number; NBC leads in sales of spots in prime time; ABC most active seller in daytime; news market most advanced of three upfront markets

Deal-making began last week for the three television networks and advertising agencies that negotiate the "upfront" network sales. It started on Thursday and Friday (June 27-28), and by next week, several billion dollars worth of network time orders or holds (the latter an agreement by a network to reserve certain advertising spots pending approval by the advertiser) should be completed.

In the $2-billion-plus, prime time, upfront market, NBC was closing the most deals while ABC, by most accounts, was the most active in the $1-billion daytime market. The news market was the most advanced of the three adult upfront markets and was well over half written last week. At present, it appears that cost-per-thousand increases will average out to a high, single-digit number.

Larry Hoffner, vice president of national sales for NBC, said last Thursday (June 27), "We have written a few hundred million dollars in prime time so far. . . There may be some activity late tonight and some tomorrow. By the middle of next week it should really be going full blast."

Concurring that same day was William Croasdale, senior vice president and director of network TV and programing at BBDO: "I think the networks will write a lot tomorrow. My gut feeling is that the bulk will be done before the July 4th weekend."

It was generally agreed by both agency and network officials that NBC was obtaining cost-per-thousand percentage increases in the low teens. Combined with improved delivery of households and demographics, spots on many NBC shows were registering unit price increases of 20% or more, in many cases. That network's *Cosby Show* more than doubled its price, from $115,000 last season to an estimated $275,000 per 30-second spot next fall.

ABC and CBS will, of course, have a harder time obtaining CPM increases, but both are expected to hold back more inventory than last year, which saw an unusually high percentage of availabilities sold in the upfront market. It is estimated that ABC sold 75% of its prime time inventory in the 1984-85 upfront market and 70% of its daytime inventory. The percentages this year may be more like 70% and 65%, respectively.

On the demand side, most advertisers are expected to hold back a higher percentage of their advertising dollars to use in the scatter market, rather than committing as much upfront (BROADCASTING, June 3). But Jake Keever, vice president in charge of sales, ABC, and Jerry Dominus, vice president, sales, CBS Television Network, agreed total dollars committed to prime time would be very close to last year's $2.4 billion and daytime should be just below last year's $1 billion. Said Dominus: "We keep close track of each of the 151 players in prime time and 113 players in daytime so it's not just a guessing game."

1985-86 30-second prices: estimates and guesstimates

Good Morning America	$15,000
Nightline	$35,000
CBS Evening News	$60,000
Twilight Zone	$90,000
Monday Night Football	$175,000
60 Minutes	$210,000
Cosby Show*	$275,000-$300,000
Super Bowl	$550,000

*Believed to be highest unit price for regularly scheduled show

There are opinions as to how the NBC pricing will affect the other two networks. One is that a high price increase by the RCA subsidiary will make it easier to justify increases by the other two networks. The opposite point of view is that agency negotiators would want to pay less to ABC and CBS, to the extent that they pay more to NBC.

Specific numbers in network negotiations are hard to come by and harder to confirm. But for the roughly $300-million news upfront market, it was generally agreed that cost-per-thousand increases for evening news programs were in the upper single-digit range. Several sources tried to explain the increase, saying that it might have been higher but for some weakness in the third-quarter scatter market and noting that it follows strong increases in previous years.

In daytime, ABC's Keever said, "Of our goal we have probably written 25% to 30% of orders and holds. By the time your article appears, it may be up to 40%."

The larger question this week's activity may answer is how each network will fare in total revenue for the year. Overall estimates for the three networks are that they will post a low single-digit percentage gain in total dollars over the previous year. If last year's Olympics are subtracted from the equation, the increase is expected to be a high single-digit number. ☐

Court ruling halts MMDS grants

Day before lotteries were scheduled to award major-market licenses, appeals court grants stay by applicant objecting to FCC's failure to give women minority preference

The Court of Appeals in Washington derailed the FCC's plans to hold its first lotteries last Friday morning (June 28) to award major-market grants for multichannel multipoint distribution service.

In an order issued late Thursday, a three-member panel of the court—Judges J. Skelly Wright, Patricia M. Wald and Harry T. Edwards—directed the FCC either to postpone the lotteries until the commission resolves its pending rulemaking proposing to give women lottery preferences or to modify its lottery procedures to protect women MMDS applicants until the preference issue is resolved.

The FCC opted for the postponement. FCC officials said it didn't make sense to try to modify the procedures. There are more than 1,200 applications pending in the nine markets up for grabs—Boston, New York, Chicago, Cleveland, Denver, Dallas, Detroit, Houston and Kansas City, Mo. So there was no fast way for the FCC to figure out which of those applicants were deserving of protection.

As it stands, FCC officials said the commission is planning to resolve its rulemaking proposing lottery preferences for women before the August recess (which begins Aug. 9). If the FCC rejects the preference as expected (Commissioner Mimi Dawson is believed to be the only sure vote for the preference), the commission would be able to reschedule the lotteries soon thereafter and hold them as originally planned. If the FCC adopts the preference, it was being speculated that it might take the commission another three or four months to get its more than 16,000 MMDS applications in order.

Stella Pappas, who filed MMDS applications in 105 markets, challenged the FCC's decision not to award women preferences and asked the court to protect her applications until the issue is resolved (BROADCASTING, June 17). In her court brief, Pappas—the wife of broadcast group owner Harry Pappas—contended that the history of legislation authorizing lotteries "clearly" expressed Congress's intention that women be granted a preference.

In its order last week, the appellate court said it had not had enough time to weigh every aspect of Pappas's case. "The question posed is a difficult one, but petitioner's claim is far from frivolous," the court said. "We are satisfied, however, that action by the court is justified to avoid the irreparable injury that would arise from conducting a lottery without determining how the outcome might be altered if the principle that petitioner seeks to establish were applied."

Jack Smith, FCC general counsel, told BROADCASTING he didn't receive word of the court's action until after 5 p.m. Thursday (June 27). "We were somewhat surprised," Smith said. "We thought they [Pappas] didn't have any case whatsoever for a stay."

Smith also said the commission had no plans to appeal the court's ruling "at this time."

Mark Foster, chairman of Microband Corp. of America and long-time proponent of MMDS, said he was disappointed by the delay. "The power of minorities in this world is stronger than you think," Foster said. ☐

graming ought to be in this," said Hoagland.

Another reason Hoagland mentioned for the *Monitor*'s big push back into broadcasting is that it can take advantage of its correspondents around the world—the same correspondents who have regularly been invited to appear on network news programs. Many of the 31 budgeted positions in the *Monitor's* new broadcasting operations have been recruited from the Boston newsroom and foreign bureaus of the *Monitor*, according to Hoagland.

The second radio program the *Monitor* is introducing (it debuts Aug. 1) is a daily edition of *MONITORADIO*. As was the case with the weekend edition—which will continue—the daily 30-minute edition will also be distributed over NPR. The series will have a "strong international flavor" and will be backed up by the paper's bureaus and correspondents. James Nelson Goodsell, a former senior reporter with the *Monitor* who anchors the weekend edition, will step up his duties to a daily basis.

The introduction of the monthly series, *The Christian Science Monitor Reports*, is the company's first venture into television. Each monthly episode will have four segments covering major international events. Hosted by former State Department spokesman and one time *Monitor* editor, John Hughes, the half-hour specials will also draw heavily on the paper's regular correspondents and editors. It is being co-produced with Tribune Broadcasting's New York-based Independent Network News, and once a month will replace the weekly *From the Editor's Desk* produced and distributed by INN.

What's all this costing the *Monitor*, which in the past couple years has undergone an expensive editorial revamping and heavy promotion campaign? "Just under" seven figures, according to Hoagland.

The *Monitor* has assigned an executive to the full-time task of overseeing all its expanding broadcasting activities. He is John Parrott, a former *Monitor* foreign correpondant and editor who, in addition to stints in the marketing, research and sales departments at the *Monitor*, also helped launch *MONITORADIO* last year. Parrot also explained why he thinks it's time the *Monitor* increased its broadcasting commitment. "The feeling around here is that now with the way the world gets its information [principally through radio and television], a news organization like ours simply has to move into that area." And he added, "The best traditions"—a word that frequently crops up in conversations with *Monitor* officials—"of the paper can be captured in radio and television." ☐

NBC withstands charge by CBS on Monday night

Desite a strong performance by CBS on Monday night—three of the top 10 shows of the week—NBC took its sixth consecutive prime time ratings victory for the week ending June 23. NBC scored a 13 rating and a 24 share based on Nielsen's Television Index. CBS scored a 12.7/23 and ABC a 10.2/18.9.

NBC took six of the top 10 shows of the week, while CBS had three. For the first time since the week ending June 2, when it had a 10th-ranked *Barbara Walters Special*, ABC broke into the top 10 with ninth-ranked *20/20* (16.1/28), which dedicated the first two of its three segments to the hostage crisis in Beruit and international airport security arrangements.

The hostage crisis had only one other effect on prime time programing during the week. CBS scored a 10.8/20 for *CBS Reports: Terrorism: War in the Shadows*, which had been scheduled for broadcast before the hostage crisis developed. A *CBS News Special* following President Reagan's Tueday press conference on Tuesday, June 18, beginning at 8 p.m. scored a 10.2/18.

The week's combined rating/share totaled 35.9/66.3, compared to last year's 35.8/68.1. HUT levels for the week were up 3% from last year's 53 at 54.6.

In nightly wins, NBC took Tuesday, Wednesday, Thursday and Saturday, while CBS took Monday, Friday and Sunday. Unlike past weeks, when Thursday and Tuesday on NBC were the top two rated nights of television, Monday on CBS (17.2/29.7) was the top night last week. The lowest night of television in rating and share during the week was Saturday on ABC (8.6/17.4).

■ CBS won all time periods on Monday night with the first, third, eighth and 13th shows of the week—*Newhart* (8:30-9 p.m. NYT), *Kate and Allie* (8-8:30 p.m.), *Cagney and Lacey* (10-11 p.m.) and *Scarecrow and Mrs. King* (8-9 p.m.).

■ The NBC Tueday night schedule, delayed due to the President's press conference, performed below its usual mark but still won the night, as it featured seventh-ranked *Riptide*. *Who's the Boss?* on ABC dropped from its 15th ranking last week (14.8/24) to 26th (12.8/21).

■ NBC took every time period on Wednesday with a regular schedule highlighted by the sixth-ranked *Facts of Life* (16.4/29), and the 14th ranking for *Double Trouble* (15.5/27), which outperformed its 47th-ranked season-to-date performance of 13.8/23. *Highway to Heaven* scored a 16th-ranked 14.8/28.

■ Thursday also belonged to NBC. *The Cosby Show* tied with *Newhart* for number one (20/39) for the week, and was followed on the night by fourth-ranked *Family Ties*, and fifth-ranked *Cheers*. On CBS, *Simon and Simon* (9-10 p.m. NYT) was the 18th ranked show of the week. The number nine *20/20* could only get an 8.9/16 lead-in out of the *ABC Thursday Night Movie* (8-10 p.m. NYT).

■ CBS won every time period on Friday, except for 10-11 p.m., which went to NBC with *Miami Vice*, the week's 10th-ranked show. At 9-11 p.m. NYT a *CBS Special Movie Presentation*, "An Innocent Love," did a 12.3/23, and at 8-9 p.m. NYT the *American Junior Miss Pageant* scored a 10.8/22.

■ NBC's *Hunter* was the highest rated program Saturday night, scoring a (12.5/24). NBC won 9-11 p.m. NYT, but lost 8-9 p.m. as ABC's *T.J. Hooker* scored a 9.8/22.

CBS won all time periods on Sunday. Eleventh-ranked *Trapper John, M.D.* did a 15.9/29 and 12th-ranked *60 Minutes* scored a 15.7/35.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	20.0/39
2.	Newhart	CBS	20.0/33
3.	Kate & Allie	CBS	19.5/33
4.	Family Ties	NBC	19.1/35
5.	Cheers	NBC	16.9/29
6.	Facts of Life	NBC	16.4/29
7.	Riptide	NBC	16.4/26
8.	Cagney & Lacey	CBS	16.3/28
9.	20/20	ABC	16.1/28
10.	Miami Vice	NBC	16.0/30
11.	Trapper John, M.D.	CBS	15.9/29
12.	60 Minutes	CBS	15.7/35
13.	Scarecrow & Mrs. King	CBS	15.5/28
14.	Double Trouble	NBC	15.5/27
15.	A Team	NBC	15.1/25
16.	Highway to Heaven	NBC	14.8/28
17.	Crazy Like A Fox	CBS	14.8/27
18.	Simon & Simon	CBS	14.8/25
19.	Murder, She Wrote	CBS	14.6/30
20.	Remembrance of Love	NBC	14.5/24
21.	Remington Steele	NBC	14.4/26
22.	Hill Street Blues	NBC	14.3/25
23.	Big Shots in America	NBC	14.0/23
24.	St. Elsewhere	NBC	13.7/25
25.	The Other Victim	CBS	13.4/22
26.	Who's the Boss?	ABC	12.9/21
27.	TV Bloopers & Practical Jokes	NBC	12.6/23
28.	Hunter	NBC	12.5/24
29.	Going Ape	NBC	12.5/23
30.	Hotel	ABC	12.5/23
31.	An Innocent Love	CBS	12.2/23
32.	Mama's Family	NBC	11.9/23
33.	Finder of Lost Loves	ABC	11.0/21
34.	American Jr. Miss Pageant	CBS	10.8/22
35.	CBS Reports: Terrorism	CBS	10.8/20
36.	Monday Night Baseball	ABC	10.8/19
37.	Gimme A Break	NBC	10.7/22
38.	Hail to the Chief	ABC	10.6/17
39.	Benson	ABC	10.5/20
40.	Knight Rider	NBC	10.4/21
41.	Close Encounters	ABC	10.4/20
42.	Magnum, P.I.	CBS	10.3/20
43.	People Do the Craziest Things	ABC	10.3/19
44.	Webster	ABC	10.2/22
45.	Knots Landing	CBS	10.2/18
46.	Reagan Press Analysis	CBS	10.2/18
47.	Calamity Jane	CBS	10.1/18
48.	Airwolf	CBS	10/20
49.	T.J. Hooker	ABC	9.8/22
50.	MacGruder & Loud	ABC	9.7/16
51.	Fall Guy	ABC	9.3/18
52.	It's Your Move	NBC	9.2/20
53.	Love Boat	ABC	9.2/18
54.	V	NBC	9.1/17
55.	Grace Kelly	ABC	8.9/16
56.	Comedy Factory	ABC	8.7/18
57.	Mike Hammer	CBS	8.5/16
58.	Matt Houston	ABC	8.4/15
59.	Diff'rent Strokes	NBC	8.2/19
60.	Dynasty	ABC	7.6/13
61.	Cover-Up	CBS	7.3/16
62.	Silver Spoons	NBC	7.2/16
63.	Ripley's Believe It Or Not	ABC	7.1/16
64.	Spencer	NBC	6.6/13
65.	Punky Brewster	NBC	6.4/15
66.	Michael Nesmith in TV Parts	NBC	5.5/12

*indicates premiere episode

ing, Pa., where Lakin is treasurer. Boscov also has interest in WTVE(TV) Reading, Pa. Filed June 17.

■ WLVW(FM) Moncks Corner, S.C. (105.5 mhz; 3 kw; HAAT: 265 ft.)—Seeks assignment of license from Nuance Corp. to Atlantic Broadcasting Co. for $190,000 cash. Seller is principally owned by I.S. Leevy Johnson, who also owns WOIC(AM) Columbia, S.C. Buyer is owned by Fred C. Avent and five others. It also owns WJMX-AM-FM Florence, S.C. Filed June 20.

■ KHYM(AM) Gilmer, Tex. (1060 khz; 10 kw-D)—Seeks assignment of license from KHYM Broadcasting Co. to Blount ComTex Inc. for $450,000 cash. Seller is owned by J.R. McClure, who also has interest in KKKK(AM) Odessa, Tex., and WMAX(AM) Grand Rapids, Mich. Buyer is owned by William A. Blount, and his wife, Deborah. It also owns WARV(AM) Warwick, R.I., and WFIF(AM) Milford, Conn. Filed June 14.

■ WLXR-AM-FM La Crosse, Wis.; KKXL-AM-FM Grand Forks, N.D., and KKYC(AM)-KKRC-FM Sioux Falls, S.D. (WLXR[AM]: 1490 khz; 1 kw-D; 250 w-N; WLXR-FM: 104.9 mhz; 3 kw; HAAT: 430 ft.; KKXL[AM]: 1440 khz; 1 kw-D; 500 w-N; KKXL-FM: 92.9 mhz; 100 kw; HAAT: 210 ft.; KYKC[AM]: 1230 khz; 1 kw-D; 250 w-N; KKRC-FM: 93.5 mhz; 3 kw; HAAT: 120 ft.)—Seeks assignment of license from, respectively, Thomas Ingstad, Red River Valley Broadcasting Co. and Thomas Ingstad to Vaughn's Inc. for $8 million, comprising $7 million cash and remainder note at 10.5% over five years. Sellers are owned by Thomas E. Ingstad, who also owns KXIC(AM)-KKRQ(FM) Iowa City, Iowa, KIMM(AM)-KGGG(FM) Rapid City, S.D., and KBMW(AM)-KLTA(FM) Breckenridge, Minn. Buyer is owned by E. David Willette, president and 16 others. Vaughn's Inc. is diversified services and manufacturing firm based in Minneapolis. It has no other broadcast interests. Filed June 21.

■ WZUU-AM-FM Milwaukee, Wis. (AM: 1290 khz; 5 kw-U; FM: 95.7 mhz; 34 kw; HAAT: 610 ft.)—Seeks assignment of license from Malrite of Wisconsin to Amos Communications Inc. for approximately $4.9 million. Seller requests FCC to withhold sale price. Seller is Cleveland-based, publicly owned station group of five AM's, six FM's and four TV's, principally owned by Milton Maltz, chairman. Buyer is subsidiary of Amos Press Inc., Sidney, Ohio-based publisher of *Sidney Daily News*, three weekly hobby magazines, *Scott's Stamp Catalogue*, direct mail firm and industrial nameplate manufacturer. It is owned by J. Oliver Amos, president, and family. Filed June 19.

■ WSAU(AM)-WIFC(FM) Wausau, Wis. (AM: 550 khz; 5 kw-U; FM: 95.5 mhz; 98 kw; HAAT: 1,150 ft.)—Seeks transfer of control of Wausau Radio Inc. from stockholders to WTMJ Inc. for $1,875,000 cash. Seller is owned by David F. Eskowitz, G. Lane Ware and J.N. Manson Insurance Agency. It has no other broadcast interests. Buyer is subsidiary of The Journal Co., Milwaukee-based publisher of *Milwaukee Journal* and station group of one AM, one FM and three TV's. Filed June 17.

■ KLGM(FM) Buffalo, Wyo. (92.7 mhz; 3 kw; HAAT: 880 ft.)—Seeks assignment of license from Buffalo Communications Corp. to Communication Systems III for $325,000 cash. Seller is solely owned by Ray McLean, who is also buyer principal. Buyer is owned by Lee Kieth and his wife, Emily (60%), and Raymond McLean, and his wife, Karen. They also own KUUS(AM)-KZLS(FM) Billings, Mont. Filed June 20.

■ WVRC(AM) Spencer, Wyo.—Seeks assignment of license from Roane Communications Inc. to Star Communications Inc. for $163,000 cash. Seller is owned by Wallace F. Smith, president. It has no other broadcast interests. Buyer is owned by Gordon Rogers and his wife, Doris, Robert E. Zdanek and his wife, Diane, Lawrence D. Koenig and Ann Rizzo. It has no other broadcast interests. Filed June 17.

New Stations

Applications

New AM's

■ Hahira, Ga.—Anne White seeks 810 khz; 2.5 kw-D. Address: 4006 Oak Dr., Valdosta, Ga. 31602. Principal has no other broadcast interests. Filed June 19.

■ Culbertson, Neb.—Broadcast Barons Radio Co. seeks 1000 khz; 250 w-D. Address: P.O. Box 842, Brush, Colo. 80723. Principal is owned by James T. Borgman, salesman at KCMP(AM) Brush, Colo. Filed June 19.

New FM's

■ Branford, Fla.—Christian Family Cinema Inc. seeks 91.3 mhz; 3 kw; HAAT: 300 ft. Address: Route 2, Box 627, Lake City, Fla. 32055. Principal is nonprofit corporation headed by Peter J. Swartz. It has no other broadcast interests. Filed June 7.

■ Honolulu—South Shore Ltd. seeks 105.1 mhz; 100 kw; HAAT: 34 ft. Address: 1415 Victoria St., 96822. Principal is owned by Mark Foo (10%) and Robert Walker (1%) with remainder in limited partnership. It has no other broadcast interests. Filed June 7.

■ Santa Fe, N.M.—Santa Fe Community College seeks 90.7 mhz; 3 kw; HAAT: 390 ft. Address: 2600 Camino Entrada, 87501. Principal is two-year public educational institution headed by Dr. Joe Hernandez. It has no other broadcast interests. Filed May 14.

New TV

■ Eureka, Calif.—Sacramento Valley Television Inc. seeks ch. 29; ERP vis. 134.85 kw; aur. 13.49 kw; HAAT: 1,997 ft.; ant. height above ground: 95 ft. Address: Box 7R, Auditorium Dr., Redding, Calif. 96001. Principal is owned by William B. Smullin and family. It owns KOBI(TV) Medford, KOTI(TV) Klamath Falls, KPIC(TV) Roseburg, KAGI(AM) Grants Pass, all Oregon, and KRCR(TV) Redding, and KEKA-AM-FM Eureka, Calif. It also owns Crestview Cable TV, operator of cable system in Oregon. Filed June 19.

Facilities Changes

Applications

AM's

Tendered

■ WNBG Waynesboro, Tenn. (1480 khz)—Seeks CP to change freq. to 930 khz and power to 500 w.

■ WYKR Wells River, Vt. (1490 khz)—Seeks CP to change freq. to 1100 khz; change hours of operation to daytime only, and increase power to 5 kw.

■ WBYG Sandwich, Ill. (930 khz)—Seeks mod. of CP to change day power to .710 w and night power to 2.6 kw, and change TL.

■ WYFC Ypsilanti, Mich. (1520 khz)—Seeks CP to change hours of oper. to unlimited by adding night service with 250 w, change day power to 500 w; install DA-2; change freq. to 990 khz, and make changes in ant. sys.

■ KGWB West Richland, Wash. (1600 khz)—Seeks mod. of CP to change hours of oper. to daytime only; change city of lic., and change TL.

Summary of broadcasting
as of April 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Accepted

■ WDIX Orangeburg, S.C. (1150 khz)—Seeks mod. of lic. to change remote control point.

■ KKDV Fields Landing, Calif. (1390 khz)—Seeks MP to change TL and reduce radial length.

■ WZZD Philadelphia (990 khz)—Seeks CP to make changes in ant. sys. and change TL.

■ KTRB Modesto, Calif. (860 khz)—Seeks MP to make changes in ant. sys.

■ KJCK Junction City, Kan. (1420 khz)—Seeks mod. of lic. to operate trans. by remote control.

■ WKDJ Hughesville, Pa. (1190 khz)—Seeks MP to change SL.

FM's

Accepted

■ KLYK Longview, Wash. (105.1 mhz)—Seeks lic. to operate formerly authorized facilities as aux. for aux. purposes only.

■ KOKE-FM Austin, Tex. (95.5 mhz)—Seeks CP to change ERP vertical polarization to 86.5 max. kw, and change directional antenna.

■ WEMI Neenah-Manasha, Wis. (100.1 mhz)—Seeks mod. of lic. to change studio location.

■ WFAE Charlotte, N.C. (90.7 mhz)—Seeks CP to change TL and increase HAAT to 119 meters.

■ KORA Bryan, Tex. (98.3 mhz)—Seeks CP to change TL, change ERP to 0.90 kw (H&V) and change HAAT to 161.2 meters.

Tendered

■ *KUAF(FM) Fayetteville, Ark. (88.9 mhz)—Seeks CP to change freq. to 91.3 mhz; change TL; change ERP to 100 kw, and make changes in ant. sys.

■ WKHX Marietta, Ga. (101.5 mhz)—Seeks license to operate aux. ant. sys. for aux. purposes only.

TV's

Accepted

■ WYED Goldsboro, N.C. (ch. 17)—Seeks MP to change ERP to 2600 kw vis., 260 kw aur.; change HAAT 1576 ft., and make changes in ant. sys.

■ KTZO San Francisco (ch. 20)—Seeks to change the ERP to 3470 kw vis., 347 kw aur.; change HAAT to 1550 ft.

■ KCPM Chico, Calif. (ch. 24)—Seeks MP to make changes in ant. sys.

■ KRCB Cotati, Calif. (ch. 22)—Seeks MP to change ERP to 68.229 kw vis. and 6.823 kw aur.

■ WRCB Chattanooga (ch. 3)—Seeks CP to replace antenna.

Call Letters

Applications

Call	*Sought by*
	New FM
WQCB	Castle Broadcasting, Brewer, Me.
	Existing AM's
KKGZ KCMP	G-Z Broadcasting Inc., Brush, Colo.
KLGT KAKZ	New West Radio, Wichita, Kan.

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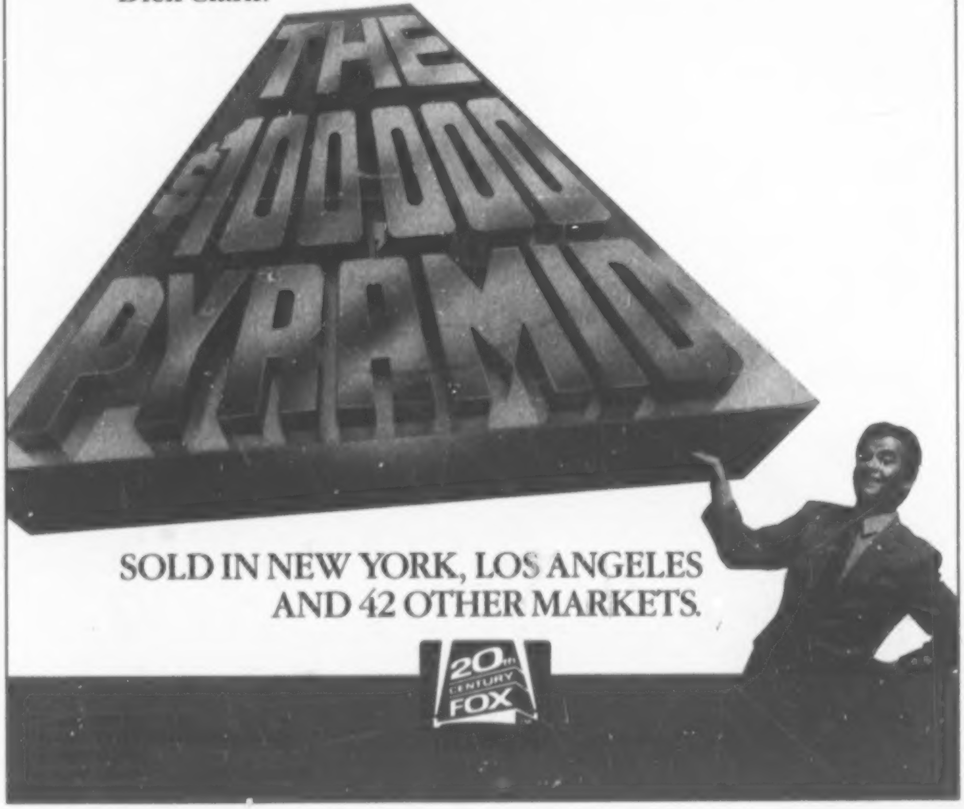

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Vol. 109 No. 2

Broadcasting Jul 8

"Special Report" of satellites
CBS moves to repurchase its stock
Post mortem on hostage coverage

COMES THE BUYBACK □ CBS announces plan to repurchase some 21% of its stock. Move is seen as hindering takeover attempt by Turner. **PAGE 31.**

HOSTAGE ADDENDA □ Networks rate overall coverage of hostage crisis as good, other observers raise question of media manipulation. **PAGE 33.**

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better part of two decades before the technology and economics of satellites had evolved to a point where the networks felt it was a good move to make. NBC's Ku-band network is in place and ABC and CBS are pushing forward with C-band networks that should be complete by late 1986 or early 1987. The Public Broadcasting Service was the first on the satellite bandwagon, beaming programing to member-stations via the Westar system in 1978. But its system is starting to show the signs of age and it being upgraded.

The networks are not the only programers committed to using satellites. The program syndicators have embraced the technology as a econonmic means of distributing their shows, particularly those with topics and commercials that can't wait to be "bicycled" around the country. Several firms are competing for the business, which, to their collective satisfaction, seems to be growing steadily.

The marketplace value of a satellite is determined, to a large extent, by the number and location of the earth stations looking at it. So satellite carriers should be pleased by the proliferation of teleports, independent satellite earth stations willing and able to link up with any satellite on the orbital arc. The teleports are more than earth stations, however. They are, or try to be, telecommunications hubs, providing the nexus between regional terrestrial networks and the satellites.

The radio networks have been quicker than their television counterparts in moving to satellite programing distribution, so it's not surprising they are beyond that point and are now looking to use their satellite networks to create ancillary businesses and extra revenues.

First there was ENG, now there is SNG—satellite news gathering. With Conus Communications in the lead, broadcasters—at networks as well as stations—are making increasing use of transportable earth stations, not just to cover major events across the country, but to cover everyday stories across the state or even across town. And the use of satellites has permitted stations in different parts of the country to band together into mini-networks—some formal, other informal—to cover and exchange news.

Satellite supply and demand laws benefiting users

Economic axiom of more birds and transponders is correlating into lower prices and greater availability

It's still a buyer's market.

Because of the continuing oversupply of satellite transponders, smart satellite users—in the market for anything from a full-time transponder to an occasional hour or two—can still shop around and come up with some real bargains.

But, according to many satellite observers, the marketplace imbalance (and the bargains) will not last forever. After next year, the supply of transponders, which has been increasing steadily for the past few years, will begin leveling off. At the same time, demand, spurred primarily by corporations seeking to establish private satellite networks to "bypass" the telephone companies, is expected to pick up considerably.

"The market clearing price has gone down over the last two years," said Fred Knipp, assistant vice president, commercial transmission systems, Western Union, the pioneer commercial domestic satellite carrier. "Anybody who has a satellite up there that isn't filled is going to fill it up at any price."

"There is definite price competition among the [satellite] resalers and the underlying carriers themselves," said Bob Wold, chairman, Robert N. Wold Co., the oldest and largest resale carrier and satellite services company. "Tariffs have all but gone out the window."

The satellite carriers that have suffered the most are those with satellites that only have a small number of earth stations looking at them. For a satellite to retain its value in today's market, said Harold Rice, vice president, business planning and development, RCA Americom, it has to be part of some sort of "network." "The space segment by itself is not enough," he said. "If you're just throwing [satellites] into the pot right now, you are going to have a tough time leasing them."

Satellite capacity has grown rapidly over the past five years. Over the last 14 months alone, seven satellites, containing 84 C-band and 38 Ku-band transponders, were placed into orbit. While it is also true that four first-generation satellites were retired during the same period, all were providing limited service.

Today, there are 23 satellites in orbit with 408 C-band and 68 Ku-band transponders. By May 1986, five more satellites (60 C-band and 60 Ku-band transponders) are scheduled to take their places in the increasingly crowded orbital arc. The newcomers include Westar VI, which will replace the aging Westar II, and Telstar 303, which was launched last month to replace Comstar III.

The satellite market's current quandary is due more to too much supply than to too little demand, said Pat McDougal, manager, space business consulting, KMG Main Hurdman, an accounting and management consulting firm. "There's a glut because [the satellite carriers] figured the transponder market would grow forever. But there was no way the market could have grown at the same rate it did three or four years ago," he said. Demand is still growing at the "pretty healthy rate" of between 10% and 20% a year, he added. "But the supply has doubled in a very short period of time."

According to Robert Patterson, who keeps a close eye on the marketplace as president of Netcom, a Los Angeles-based resale carrier and satellite services company, the price of an hour of "occasional" satellite time during prime time from carriers or resale carriers has fallen from highs of around $650 a few years ago to $400 or even less with volume discounts. "The graveyard shift—the early morning hours—is virtually unsalable."

The oversupply of transponders has been a mixed bag for Netcom. During the summer Olympics in Los Angeles last summer, the demand from television and radio for satellite time was "tremendous," Patterson said. Netcom needed 14 transponders to accommodate all its customers, he said, yet had "no trouble" leasing time from carriers and other resale carriers.

On the other hand, he said, the falling prices for satellite time have put a financial strain on resale carriers that bought up large parcels of satellite time when prices were high, he says. "It's becoming more and more difficult to make a living."

"We are just like an airline," said Wold, using an analogy popular in the satellite industry in explaining the falling prices. "We try to fill as many seats as we can. We would love to be able to fill all the seats...on all our transponders." Wold now manages to fill between 65% and 70% of its satellite time, he said, and that's the least it can do and still hope to be profitable. "If an airline has more than a third of its seats open all the time, it is not going to make any money."

The oversupply can be traced, in part, to FCC regulatory procedures and to the nature of satellite construction. Because it takes years to assemble a satellite, satellite carriers are forced to predict the market years in advance and, because the FCC has adopted a practice of authorizing the construction of satellites in batches, satellites, as Knipp put it, "get launched in big gobs of capacity." The process, Knipp said, creates a series of temporary excesses or temporary shortages.

The transponder glut is not unprecedented in the brief, 11-year history of commerical domestic satellite business. As Wold noted, Western Union's Westar I and RCA Americom's Satcom I, which were packed with traffic by 1980, were virtually empty during their first couple of years in service in the mid-1970's. Like the pioneers, he says, GTE Spacenet and SBS, which now have a lot of excess capacity, are simply "ahead of the marketplace."

From the beginning, the domestic satellite business has been driven primarily by television and radio. Cable television and, to a lesser extent, broadcasting have made ample use of the satellites for program distribution and for "backhaul" of news, sports and live events. In the early 1980's, the crush of cable and broadcast users and limited satellite capacity combined to keep prices high and to encourage satellite carriers to make plans to put more satellites in orbit.

Although broadcasters are making increasing use of the satellites, demand from the television industry hasn't come close to keeping up with supply. The principal reason is maturation of the cable programing business, which, by its nature, gobbles up satellite capacity by the transponder, not by the hour. Some programing ventures have gone out of business and new ventures are emerging far less frequently.

In what is indisputably the greatest marketing coup in the history of satellite communications, Hughes Communications sold the transponders on Galaxy I, launched in June 1983, to Home Box Office and other leading cable programers for as much as $14 million each, making Galaxy the dominant cable bird and making for Hughes an enormous profit.

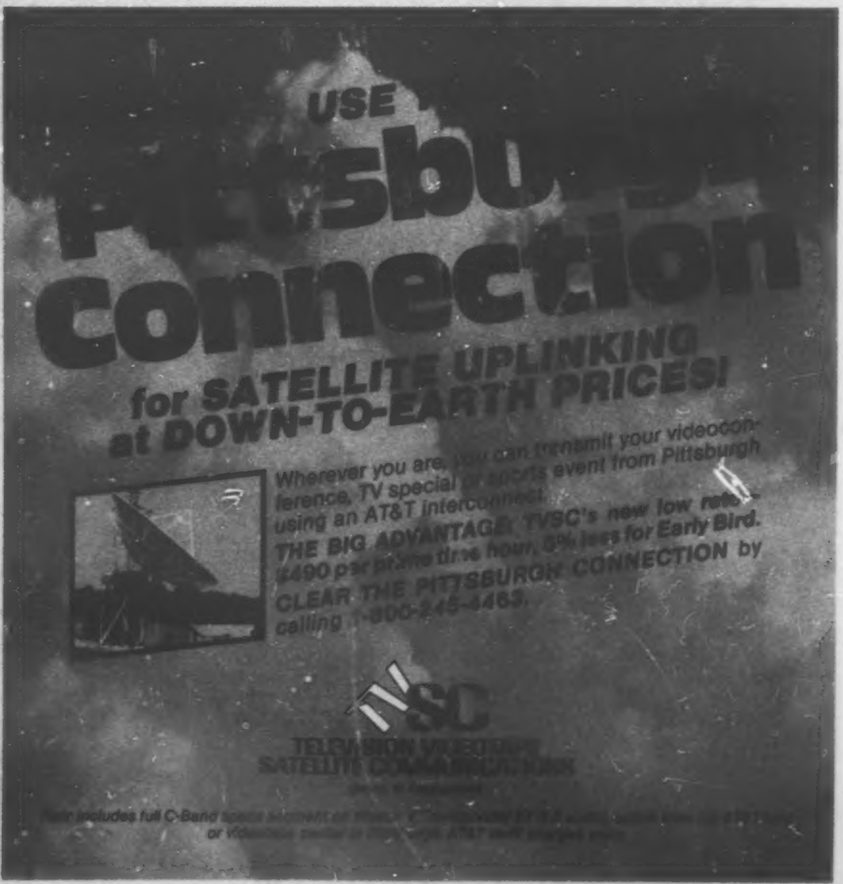
Although Galaxy I remains the best place to reach the cable market, programers that purchased extra transponders on the satellite at top prices when the future of cable programing appeared limitless are now happy to sublease them at cost. Group W Satellite Communications, for instance, is said to be making little profit on its lease of a Galaxy I transponder to the Discovery Channel for around $200,000 a month.

The history and situation on RCA Americom's cable birds is much the same. During the halcyon days of cable programing, new services paid whopping "key fees" to holders of leases of Satcom III-R and its predecessor Satcom I for spots on the bird. In 1981, Premiere, the pay-cable service formed by motion picture studios, paid Southern Satellite Systems $4 million for its spot on Satcom I. When the Justice Department put Premiere out of business, Premiere turned around and sold the transponder rights to Landmark Communications for its Weather Channel for $10.5 million. Although a key fee is still required to secure a spot on Satcom III-R, it's not anywhere near $10 million, or even $4 million.

In November 1981, Sotheby Parke Bernet, on behalf of RCA, auctioned off seven transponders on Satcom IV, which RCA was trying to fill with cable programing as a complement to Satcom I/Satcom III-R, to cable programers and speculators for prices ranging from $14.4 million to $10.7 million—a total of $90.1 million. Although the FCC later disallowed the auction, RCA took the average of the auction prices and reoffered the transponders for a "pre-paid lease" of $13 million. However, on the appointed day in April 1982, only three of the eight available transponders were "leased."

The satellite carriers see private satellite networks—closed-circuit satellite networks tailored to the businesses they serve—as their best hope for returning to the seller's market of the late 1970's and early 1980's. The networks, which would compete with the established telephone companies, would allow companies to exchange data, voice and, in many cases, video through shared or on-premise earth stations. The growth of private data networks is expected to be spurred by the technological developments that are lowering the cost and size of customer-premise earth stations. According to Michael Jeye, director, space services marketing, GTE Spacenet, which is counting heavily on the private networks market to soak up its excess capacity, small (four-to-six foot) earth stations capable of two-way digital communications are available today for less than $20,000.

The private-network market had better develop, because few are predicting significant growth in telephone trunking business. Indeed, some believe that the backbones of the telephone systems of the future will not be on the satellites, but where they have traditionally been—on the ground.



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AT&T is currently investing heavily in digital terrestrial networks that will comprise 35,000 miles fiber optics, microwave and coaxial cable links by 1988. According to Jack Zsakany, district manager, Skynet satellite services, AT&T, the company's decision not to build and launch its planned fourth Telstar satellite was based, in part, on its desire to keep its long-distance telephone traffic on the ground. Other factors were advancement in digital compression techniques, which improve the efficiency of transponders, and the general oversupply of transponders.

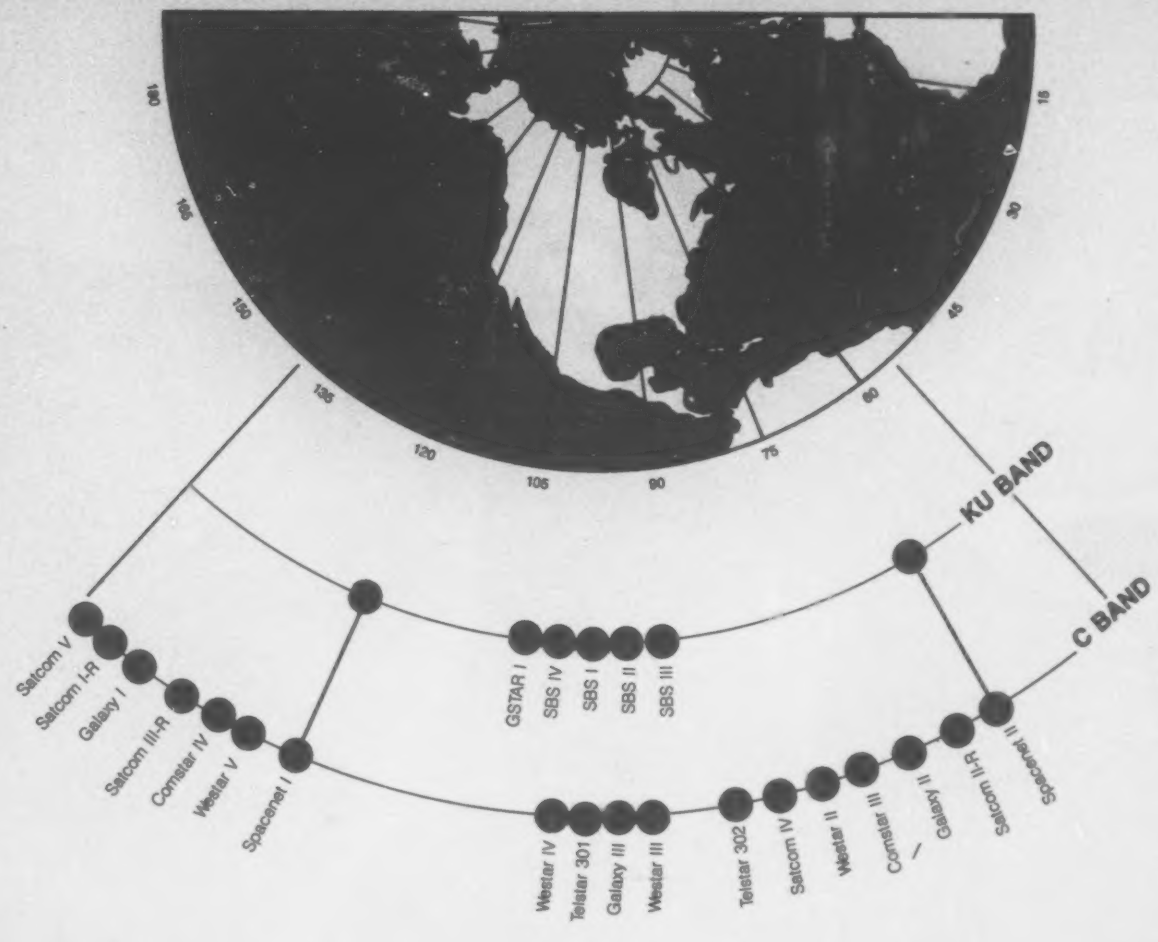
Working in favor of the supply side of the marketplace is the approach of the end of the long line of satellites authorized by the FCC in August 1983. After 1986, the industry will experience a relative lull in the launching of satellites, giving demand a chance to catch up with supply.

The FCC, however, is now reviewing applications for dozens of new satellites that would, if granted, begin filling up most, if not all, of the remaining orbital slots late this decade and early next. Once the new generation of satellites is authorized, how fast they are built and launched should provide some indications of the state of the market. If the demand continues to fail to meet supply, many of the today's proposed satellites will not be built or launched.

All in all, most see the long-term problem of the satellite industry as a shortage, not a surplus. The Communications Center of Clarksburg, Md., a consulting firm that watches the satellite market, predicted in a recent study that in 1989 the current Ku-band surplus will turn into a shortage that will become more and more severe during the 1990's. "With proper marketing," the study concluded, "'the existing and near-future [Ku-band] satellites should enjoy a brisk demand for their capacity."

The current "softness" in the transponder market will "tend to disappear in the late 1980's as all the orbital slots fill up with satellites and more and more users come into the marketplace, particularly business users," said Wold. "The supply and demand curves will come together after 1990," he predicted, as the supply of satellite tops out. "There will not be any more satellites. We will have run out of obital slots."

Like all industries, satellite communications business moves forward with some amount of faith. "The future is going to be driven by unknown unknowns," said Otto Hoernig, vice president, space systems, American Satellite Co., which owns 20% of the capacity on the Westar system and which is putting up its first satellite in August. "I don't think any of our crystal balls are that good. We're dealing with a dynamic marketplace and, given the capacity and the technology, our customers are going to dream of new ways to use it." (A chart of the communications satellites appears on page 50. The "Special Report" continues on page 52.) ☐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Satcom I-R
Galaxy I
Satcom III-R
Comstar IV
Westar V
Spacenet I
GSTAR I
SBS IV
SBS I
SBS II
SBS III
Westar IV
Telstar 301
Galaxy III
Westar III
Telstar 302
Satcom IV
Westar II
Comstar III
Galaxy II
Satcom II-R
Spacenet II

Where the birds are

Carrier	Satellite	# of Ku-band trans.	# of C-band trans.	Orbital slot	Launch date
AT&T/Comsat					
1.	Comstar III[1]	—	24	76 [1]	June 1978
2.	Comstar IV[1]	—	24	127	March 1981
3.	Telstar 301	—	24	96	July 1983
4.	Telstar 302	—	24	86	Sept. 1984
GTE Spacenet					
5.	Spacenet I	6	18	120	May 1984
6.	Spacenet II	6	18	69	Nov. 1984
7.	GSTAR I	16	—	103	May 1985
Hughes					
8.	Galaxy I	—	24	134	June 1983
9.	Galaxy II	—	24	74	Sept. 1983
10.	Galaxy III	—	24	93.5	Sept. 1984
RCA Americom					
11.	Satcom I-R	—	24	139	April 1983
12.	Satcom II-R	—	24	72	Sept. 1983
13.	Satcom III-R	—	24	131	Nov. 1981
14.	Satcom IV	—	24	84	Jan. 1982
15.	Satcom V	—	24	143	Oct. 1982
Satellite Business Systems [2]					
16.	SBS I	10	—	99	Nov. 1980
17.	SBS II	10	—	97	Sept. 1981
18.	SBS III	10	—	95	Nov. 1982
19.	SBS IV	10	—	101	Aug. 1984
Western Union					
20.	Westar II	—	12	78.5 [3]	Oct. 1974
21.	Westar III	—	24	91 [3]	Aug. 1979
22.	Westar IV	—	21	99	Feb. 1982
23.	Westar V	—	24	122.5	June 1982

[1] AT&T plans to place Telstar 303, which was launched last month, into orbit at 125 degrees between now and mid-August and move Comstar IV at 127 degrees to 76 degrees to replace Comstar III, which is being retired.

[2] Under an agreement announced two weeks ago, MCI will acquire SBS I, SBS II and SBS III. IBM, majority owner of SBS, will become sole owner of SBS IV as well as SBS V and SBS VI, set for launch in 1986 and 1987, respectively.

[3] Westar II, now long passed its design life, will be retired this month. After Westar IV is launched in March 1986, Western Union plans to locate it at 91 degrees and move Westar III, now at 91 degrees, to 78.5 degrees in place of Westar II.

recent announcement of the reorganization by saying that "no more staff cuts" were planned and that "we're not getting any leaner." The staff changes were the result of a feeling that Lifetime was "overstaffed in comparison to networks of the same size."

Sandwick added last week that the company sees a bottom line "and we're meeting it." She confirmed that Lifetime's ad revenues last year were $18-20 million, and said that this year's revenues would be $20-25 million.

"It's a fairly simple restructuring," said Jules Haimovitz, executive vice president, Viacom Entertainment Group, and part of the nine-member Lifetime "management committee" composed of three representives from each of the services' partners, ABC Video Enterprises, Viacom, and Hearst. According to Haimovitz, the management committee was approached with the staff recommendations by Lifetime president and chief executive officer, Thomas Burchill. The committee, he said, agreed with Burchill's recommendations. Burchill, on vacation, could not be reached for comment.

Haimovitz also pointed out that it was the "hope" of the board that the cable service "will cross the break-even point next year. We're right on schedule for turning a profit."

The Lifetime reorganization will feature a renewed emphasis on programing. In combination with the staff change announcement, the service announced acquisition of a 15-title movie package from Viacom that is targeted to women. Marcella Rosen, senior vice president and media director at NW Ayer, called the package a "good idea." Rosen discounted the staff changes as "inevitable" for a younger broadcasting service. "All new programing channels have had their problems."

Ira Tumpowsky, senior vice president for cable television at Young and Rubicam, said that Lifetime is "still fighting to identify with an audience. [Lifetime] doesn't seem to be moving along as rapidly as they hoped." Tumpowsky doubted Lifetime projection's of profitablity within a year. "We feel this is an extremely important revenue stream," he said, but he added that the network needed to work to create an identity and also said they needed to "work harder at promoting at the local level." Recommending that advertising dollars be spent on Lifetime "is going to be very tough," he concluded.

Haimovitz said that Lifetime's focus on a female audience, as further evidenced by the acquisition of the Viacom package with its female-oriented titles and by the service's intent to show the titles during late afternoon and late evening time periods, could result in the airing of issue-oriented movies in conjunction with talk show specials. As an example, he suggested the *Burning Bed* in combination with a forum on domestic violence. Haimovitz also suggested that the programing resources of Lifetime's owners could be tapped.

Alan Gottesman, media analyst for L.F. Rothschild, said that the future of Lifetime will require the patience of its partners. But he added that the service was not a matter of keen interest among analysts. "I relegate cable-delivered advertiser services to the basement," he said, adding: "I can't think of anyone [meaning media analysts] for whom this would be important." □

NBC continues prime time dominance

NBC took its ninth prime time ratings victory in the 10 weeks since the end of the regular season (April 21) despite a strong performance for the second week in a row by CBS's regular Monday schedule. NBC ended the week with an average 12.6 rating and 24 share based on Nielsen's National Television Index. CBS had a 12/22, and ABC a 9.8/18.

An *NBC News Special*, "First Lady Nancy Reagan" (12.7/22) placed 21st for the week. ABC's *20/20*, which finished ninth for the week (15.3/28), included ABC reporter Charles Glass's reportorial coup of the week, an interview with three of the hostages at a seaside resort.

The week's other hostage-related program, an *ABC News Special Report* on the hostage crisis that aired Sunday, 7-8 p.m., finished 58th (8.1/18).

HUT levels were up 3% to 53.6 from last year's 51.9. Combined ratings/share was 34.4/64.5, compared to last year's 34.3/66.8.

■ CBS took Monday, the week's highest-rated night of television (17/30), on the strength of *Kate & Allie*, *Newhart* and *Cagney & Lacey*, the last withstanding a strong performance by NBC's special on Nancy Reagan at 10-11 p.m. NYT.

■ Tuesday night's schedule of 11 programs for the three networks featured only five programs that made it into double figures in ratings, with three of the five being the regular NBC schedule, which finished 19th, 14th and 16th, respectively (*A Team*, *Riptide* and *Remington Steele*).

■ CBS scored a 15/26 with the *CBS Wednesday Night Movie*, "Marian Rose White," at 9-11 p.m. NYT, to help that network to its win that night. A strong performance by *Hotel* (17.3/21) at 10-11 p.m. NYT, on ABC was not enough to offset lower numbers for *Dynasty*, which scored a 9.7/17.

■ Thursday on NBC scored a combined 16.8/31, making it the second highest-rated night of the week. Once again, *Cosby* was the top-rated show of the week (21/41). The competition featured *20/20* (ABC) and the 12th-ranked show of the week, *Simon and Simon* (CBS), 9-10 p.m. NYT.

■ Friday on NBC featured the seventh-ranked show of the week, *Miami Vice* (16.5/30), 10-11 p.m. NYT. A *CBS Special Movie Presentation* (9-11 p.m. NYT), "Take Your Best Shot," scored a 10.6/20.

■ Saturday on ABC was the lowest-rated night of the week at 10/21. The evening's highest-rated program was NBC's *Hunter* (11.1/22), 10-11 p.m.

■ NBC stole an unusual win from the usually triumphant CBS on Sunday night with the *NBC Sunday Night Movie*, "Code of Vengeance," which tied for second on the week's schedule (19/35). The *ABC Sunday Night Movie*, "Call to Glory: JFK," rated a 9.9/17.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	21.0/41
2.	Family Ties	NBC	19.8/37
3.	Code of Vengeance	NBC	19.8/35
4.	Cagney & Lacey	CBS	19.1/33
5.	Newhart	CBS	17.9/30
6.	Cheers	NBC	17.2/31
7.	Miami Vice	NBC	16.5/30
8.	Kate & Allie	CBS	16.5/28
9.	20/20	ABC	15.3/28
10.	Night Court	NBC	15.2/27
11.	Murder, She Wrote	CBS	15.1/30
12.	Simon & Simon	CBS	15.1/27
13.	Marian Rose White	CBS	15.0/26
14.	Scarecrow & Mrs. King	CBS	14.7/27
15.	Riptide	NBC	14.2/24
16.	Remington Steele	NBC	14.1/26
17.	Hill Street Blues	NBC	13.8/25
18.	A Team	NBC	13.5/26
19.	Not in Front of the Children	CBS	13.2/23
20.	Trapper John, M.D.	CBS	12.8/22
21.	First Lady: Nancy Reagan	ABC	12.7/22
22.	Little House: Yesterday	NBC	12.4/22
23.	Who's the Boss?	ABC	12.4/21
24.	Hotel	ABC	12.3/21
26.	Crazy Like A Fox	CBS	12.2/22
26.	60 Minutes	CBS	11.6/26
27.	Hunter	NBC	11.1/22
28.	Fall Guy	ABC	10.9/22
29.	Take Your Best Shot	CBS	10.6/20
30.	People Do the Craziest Things	ABC	10.6/20
31.	Webster	ABC	10.5/23
32.	Finder of Lost Loves	ABC	10.5/21
33.	Magnum, P.I.	CBS	10.5/20
34.	Love Boat	ABC	10.2/21
35.	Knight Rider	NBC	10.1/20
36.	Gimme A Break	NBC	10.0/21
37.	Knots Landing	CBS	10.0/18
38.	Facts of Life	NBC	9.9/21
39.	Reaching for the Stars	NBC	9.9/17
40.	Call to Glory: JFK	ABC	9.9/17
41.	Foulups, Bleeps & Blunders	ABC	9.8/18
42.	Three's a Crowd	ABC	9.7/19
43.	Matt Houston	ABC	9.7/18
44.	Dynasty	ABC	9.7/17
45.	Mama's Family	NBC	9.6/19
46.	Benson	ABC	9.6/19
47.	Double Trouble	NBC	9.4/19
48.	T.J. Hooker	ABC	9.3/21
49.	It's Your Move	NBC	9.2/20
50.	MacGruder & Loud	ABC	9.0/18
51.	Mike Hammer	CBS	8.9/18
52.	Monday Night Baseball	ABC	8.9/16
53.	Hail to the Chief	ABC	8.8/16
54.	Comedy Factory	ABC	8.5/18
55.	E/R	CBS	8.5/17
56.	On Our Way	CBS	8.5/17
57.	Midas Valley	ABC	8.4/15
58.	Diff'rent Strokes	NBC	8.3/19
59.	News Special: Flight #847	ABC	8.1/18
60.	V	NBC	8.1/16
61.	Alice	CBS	8.1/16
62.	Dukes of Hazzard	CBS	7.8/17
63.	Silver Spoons	NBC	7.6/17
64.	Ripley's Believe It Or Not	ABC	7.5/16
65.	Charles in Charge	CBS	7.3/15
66.	Ripley's Believe It Or Not	ABC	7.1/14
67.	Jeffersons	CBS	7.0/14
68.	Cover-Up	CBS	6.8/15
69.	Spencer	NBC	6.6/14
70.	Michael Nesmith in TV Parts	NBC	5.9/13

*indicates premiere episode

augment daytime standard radiation pattern. App. June 28.

■ WHOF (1320 khz) Coleman, Fla.—Seeks MP to change SL. App. June 25.

■ WIZZ (1250 khz) Streator, Ill.—Seeks CP to make changes in ant. sys. App. June 28.

■ WANO (1230 khz) Pineville, Ky.—Seeks mod. of lic. to operate during specified hours, 6 a.m. to 7 p.m. App. June 25.

■ KLPL (1050 khz) Lake Providence, La.—Seeks CP to make changes in ant. sys. and reduce power output of transmitter to 190 w. App. June 28.

FM's

Tendered

■ *WFAE (90.7 mhz) Charlotte, N.C.—Seeks CP to change TL; change HAAT to 390.32 ft., and make changes in ant. sys. App. June 28.

■ *WWVU-FM (91.7 mhz) Morgantown, W. Va.—Seeks CP to make changes in ant. sys. App. July 1.

Accepted

■ *WETA-FM (90.9 mhz) Washington—Seeks CP to make changes in ant. sys. App. June 27.

■ *WRAS (88.5 mhz) Atlanta—Seeks mod. of CP to move ant. 724 ft. and change tower height. App. June 26.

■ KSTP-FM (94.5 mhz) St. Paul—Seeks mod. of lic. to operate former main facilities for aux. purposes. App. June 28.

■ *New (90.7 mhz) Batavia, N.Y.—Seeks mod. of CP to install circular polarized ant. and change ERP to .92 kw. App. June 26.

■ *WBGU (88.1 mhz) Bowling Green, Ohio—Seeks CP to change TL; install new ant., and change ERP to .959 kw. App. July 1.

■ WDFM (98.1 mhz) Defiance, Ohio—Seeks mod. of CP to change ant. height to 575 ft. App. July 1.

■ WIBF-FM (103.9 mhz) Jenkintown, Pa.—Seeks CP to change ERP to 340 w. App. June 25.

■ New (97.7 mhz) Folly Beach, S.C.—Seeks CP to change TL and make changes in ant. sys. App. June 26.

TV's

Accepted

■ KVVT (ch. 64) Barstow, Calif.—Seeks MP to change ERP to vis. 3,228 kw, aur. 645.6 kw; change HAAT to 1,572 ft.; replace ant., and change TL. App. June 28.

■ WPWR-TV (ch. 60) Aurora, Ill.—Seeks CP to install aux. ant. sys. App. June 28.

■ KMSO-TV (ch. 17) Missoula, Mont.—Seeks MP to change ERP to vis. 300 kw, aur. 30 kw; change HAAT to 263.7 ft.; change TL, and replace ant. App. June 26.

■ WBTV (ch. 3) Charlotte, N.C.—Seeks CP to install new aux. ant. App. June 25.

■ WDAU-TV (ch. 22) Scranton, Pa.—Seeks CP to change ERP to vis. 3,580 kw, aur. 358 kw; change HAAT to 1,411 ft.; change TL, and replace ant. App. July 1.

■ KSUZ-TV (ch. 15) Abilene, Tex.—Seeks MP to change ERP to 3,221 kw, aur. 322.1 kw; change HAAT to 1,270 ft., and change TL. App. June 26.

■ WJPR (ch. 21) Lynchburgh, Va.—Seeks MP to change ERP to vis. 4,986 kw, aur. 499 kw; change HAAT to 1,638 ft., and replace ant. App. June 25.

Actions

AM's

■ WWBF (1130 khz) Bartow, Fla.—Granted app. to augment nighttime standard pattern. Action June 19.

■ WLVJ (640 khz) Royal Palm Beach, Fla.—Granted app. to change TL. Action June 19.

■ WRFC (960 khz) Athens, Ga.—Granted app. to increase night power to 2.5 kw; change TL, and make changes in ant. sys. Action June 24.

■ KAIN (1040 khz) Vidalia, La.—Granted app. to change TL. Action June 19.

FM's

■ KPFM (105.5 mhz) Mountain Home, Ark.—Granted app. to change TL; change ERP to 1.3 kw, and change HAAT to 474 ft. Action June 18.

■ KRQS (106.3 mhz) Pagosa Springs, Colo.—Dismissed app. to change TL and change HAAT to 1,299 ft. Action June 20.

■ KVMT (104.7 mhz) Vail, Colo.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 451 ft. Action June 16.

■ KATW (101.5 mhz) Lewiston, Idaho—Granted app. to change TL and change HAAT to 848 ft. Action June 18.

■ WENS (97.1 mhz) Shelbyville, Ind.—Granted app. to change TL; change ERP to 23 kw; change HAAT to 739 ft. Action June 21.

■ KJAE (92.7 mhz) Leesville, La.—Granted app. to change HAAT to 328 ft. and make changes in ant. sys. Action June 21.

■ WGRX (100.7 mhz) Westminster, Md.—Granted app. to change HAAT to 857.36 ft. and change ERP to 16 kw. Action June 24.

■ WJMI (99.7 mhz) Jackson, Miss.—Granted app. to install new transmission sys. Action June 21.

■ WHOK (95.5 mhz) Lancaster, Ohio—Dismissed app. to change TL; change HAAT to 500 ft., and make changes in ant. sys. Action June 21.

■ KJOJ (106.9 mhz) Conroe, Tex.—Dismissed app. to change HAAT to 1,474 ft. Action June 21.

■ WVCM (107.3 mhz) Miami, W. Va.—Granted app. to change TL; change ERP to 23.71 kw, and change HAAT to 675.68 ft. Action June 21.

TV's

■ *KVIE (ch. 6) Sacramento, Calif.—Granted app. to change ERP to vis. 100 kw, aur. 1 kw; change TL; change transmitter, and make changes in ant. sys. Action June 21.

■ KFTL (ch. 64) Stockton, Calif.—Granted app. to change ERP to vis. 1,610 kw, aur. 322 kw; change HAAT to 2,982 ft., and change TL. Action June 18.

■ KLJB (ch. 18) Davenport, Iowa—Granted app. to change ERP to vis. 2,950 kw, aur. 295 kw and change HAAT to 989 ft. Action June 21.

■ WDKY-TV (ch. 56) Danville, Ky.—Granted app. to change ERP to 2,777.8 kw, aur. 277.78 kw and change HAAT to 1,253 ft. Action June 21.

■ WCVX (ch. 58) Vineyard Haven, Mass.—Granted app. to reduce ERP to 1,191 kw, aur. 119.1 mhz, and replace ant. Action June 21.

■ WKFT (ch. 20) Fayetteville, N.C.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,842 ft.; replace ant., and change TL. Action June 21.

■ WGGN-TV (ch. 52) Sandusky, Ohio—Granted app. to change ERP to vis. 1,073.4 kw, aur. 107.3 kw; change HAAT to 774.43 ft.; replace ant., and change TL. Action June 21.

Summary of broadcasting
as of April 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

In Contest

The office of the general counsel made the following decision:

■ San Bernardino, Calif. (Angeles Broadcasting Network, et al)—Granted joint request for settlement agreement by Angeles and Asian-American Broadcasting Foundation and dismissed Asian-American's app. with prejudice. Action June 11.

Chief ALJ Thomas B. Fitzpatrick made the following decision:

■ Madisonville, Tex. (Madison County Broadcasting Co. and Madisonville Media Co., et al) AM Proceeding—Designated ALJ James F. Tierney to preside and scheduled prehearing for Aug. 14 and hearing for Sept. 17. By Order, June 13.

Deputy Chief ALJ James F. Tierney made the following decision:

■ Pahrump, Nev. (Tamarack Investment Corp. and Minority Media of Pahrump Inc., et al) FM Proceeding—Granted joint request for settlement agreement, dismissed Tamarack's app. with prejudice, granted Minority's app. for new FM and terminated proceeding. By MO&O.

ALJ John H. Conlin made the following decision:

■ Mary Esther, Fla. (McGowan Broadcasting, et al). FM Proceeding—By separate orders, granted requests by Mary Esther Broadcasting Co. and Golden Sands Broadcasting and dismissed both app.'s with prejudice. Granted motion for summary decision and resolved air hazard issue in it's favor. By order, June 14.

ALJ Joseph P. Gonzalez made the following decision:

■ Memphis (RKO General Inc, et al). AM Proceeding—Granted motion by River City Radio Ltd. Partnership and dismissed it's app. with prejudice. By order, June 18.

ALJ Edward J. Kuhlmann made the following decision:

■ Sante Fe, N.M. (Susan Harris, et al) TV proceeding—Granted motion by Channel 19 Partnership and dismissed it's app. with prejudice. Granted Clara Rose Apodaca's amendment and changed the name of it's application to CRA Broadcasting Ltd. Partnership. Granted joint request by Susan Harris and Apodaca, dismissed Harris's app. with prejudice, granted CRA's app. for new TV in Sante Fe and terminated proceeding. By MO&O, June 13.

ALJ Walter C. Miller made the following decision:

■ M[illegible]i (Harmony Broadcasting Corp., et al) TV Proceeding—Granted motion by Hernandez. Costa and Associates and dismissed it's app. with prejudice. By order, June 19.

ALJ Joseph Stirmer made the following decision:

■ Belmont, N.C. (Scott Neisler, et al) TV Proceeding—By separate orders, granted joint request for settlement agreement by Metro Broadcasting Ltd., Piedmont Crescent Broadcasting Co., Wander Broadcasting of Belmont and Gabriel Broadcasting Co. and dismissed Gabriel's app. with prejudice. Granted request for settlement agreement by Metro, Piedmont and Wander and dismissed Wanders app. with prejudice. Granted joint request for settlement agreement by Metro, Piedmont and Scott Neisler and dismissed Neisler's app. with prejudice. Granted joint request for settlement agreement by Metro and Piedmont and dismissed Piedmont's app. with prejudice. Granted motion to amend and merge Metro and Piedmont's app.'s into new corporation called Metro-Crescent Communications Inc. By MO&O, June 18.

Call Letters

Applications

Call	*Sought by*
	New AM
WJOR	Raymon & Brenda Chandler, St. Joseph, Tenn.

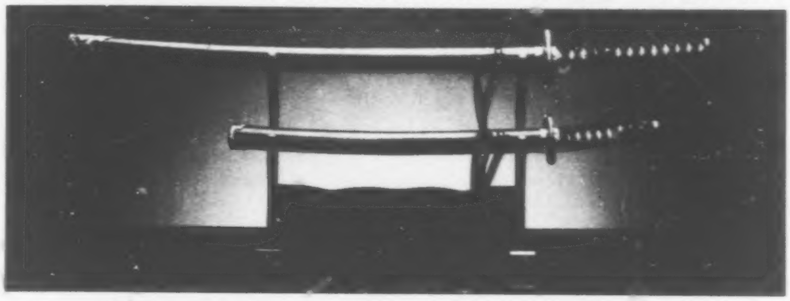
C1750-1A

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 15

IT TAKES A MASTER STRATEGIST TO WIN THE RATINGS WAR



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KUDL, Kansas City
WCRZ, Flint
WFOX, Atlanta
WFWQ, Ft. Wayne
WIVK, Knoxville
WJQY, Miami-Ft. Lauderdale
WLTW, New York
WWKA, Orlando
WYYY, Syracuse
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54th Year 1985

Much ado about takeovers

Vol. 109 No. 3

Broadcasting Jul 15

FCC approves Cooke's trusteeship move
Turner fires salvos at CBS
Spring radio ratings from Arbitron

BEFORE THE COMMITTEE □ FCC Chairman Fowler tells House Telecommunications Subcommittee that commission won't be acting on Turner proposal before September. **PAGE 27.**

TAKING A LOOK □ FCC launches inquiry asking for comments on what its role should be in takeovers. **PAGE 29.**

TURNER FIRE □ TBS Chairman Ted Turner blasts CBS management in speech to national Press Club, citing antitakeover moves he says will hurt company. **PAGE 30.** Everyone agrees that CBS buyback of stock will hinder Turner's takeover attempt. **PAGE 31.**

EARNINGS DROP □ CBS report profits dipped 22% in second quarter despite strong numbers from the Broadcast Group. **PAGE 32.**

OPEN MIND □ U.S. delegation to Space WARC expresses its willingness to "bend over backwards" to meet the needs of developing countries. **PAGE 34.**

FREE RIDE □ FCC commissioner Dennis Patrick sails through Senate confirmation hearing. **PAGE 34.**

WHEEL'S FORTUNE □ Nielsen's Cassandra report finds *Wheel of Fortune* remaining in first place for the May report, with *M*A*S*H* second and *Jeopardy* third. **PAGE 36.**

GROWING CONTROVERSY □ Sexual and violent content of some rock lyrics subject of renewed controversy. Parents Music Resource Center is formed by group of prominent Washington wives to make parents more aware of lyrics. **PAGE 38-42.**

TRIMMING BACK □ ABC says its move to lay off 350 employes is not related to pending merger with Capcities. **PAGE 42.**

WORD OF LAW □ Chief Justice Warren Burger blasts advertising by lawyers. **PAGE 46.**

BEFORE THE COMMISSION □ FCC ALJ hears testimony about alleged billing problems associated with RKO. **PAGE 46.**

FINE TUNING □ Arbitron develops formula for crediting unattributed diaries. **PAGE 50.**

RNA HEAD □ Bob Lobdell, formerly with Republic Radio, joins the Radio Network Association as president and executive vice president. **PAGE 51.**

VIDEOTEX SAGA □ Knight-Ridder skips introduction of Viewtron videotex service in Boston and moves on to Minneapolis. **PAGE 52.**

VOICE OF EXPERIENCE □ Gene Pell, director of Voice of America and former network correspondent, calls newest post his most challenging job. **PAGE 79.**

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'Wheel of Fortune' continues Cassandra dominance

It wins for sixth straight ratings period, although its numbers are down slightly; 'M*A*S*H' remains in second

For the sixth consecutive sweep period, King World's *Wheel of Fortune* was the number-one ranked syndicated program, according to A.C. Nielsen Co.'s Cassandra Report for the May 1985 local sweep period. But the game show everyone is trying to beat—its national rating is almost twice that of the nearest competitor—suffered a lower average than its rating for the two previous sweep periods. During May, *Wheel* triumphed with a 16.0 national rating on 182 stations, but was still 3.7 rating points off its February 1985 average and 0.4 of a point under November 1984.

Although the May averages for *Wheel* were under those of February and November, reflecting, the generally lower viewing levels of that month compared to February and November when households using television (HUT) are at a peak, the leading game show was 30% ahead of its 12.3 national rating during the May sweeps a year ago.

Pulling up behind *Wheel* was 20th Century Fox's *M*A*S*H*, which scored an 8.7 on 169 stations, down from a 10.9 rating on 168 stations last February after it had risen from a 10.0 rating on 164 stations during the November sweeps. In May 1984, *M*A*S*H* averaged a 9.6 rating on 164 stations.

Moving up from fourth in February to tie for third in May was King World's *Jeopardy*, which averaged an 8.0 rating on 133 stations. Despite a lower average than the 9.5 national rating it scored in February on 127 stations, the show has moved up steadily since it came in 11th during last year's November sweep with a 7.2 rating.

D.L. Taffner's *Three's Company*, tied with *Jeopardy* for third, averaged an 8.0 rating on 168 stations, compared to a 10.7 rating on 171 stations last February and a 9.0 rating on 151 stations a year ago for May.

Also moving up in the rankings was Group W's *PM Magazine*, which last February tied for sixth place with an average 9.1 rating on 66 stations after dropping from fifth place with an average 8.3 rating on 78 stations in May 1984. During the most recent May sweep, *PM Magazine* climbed back to fifth with an average 7.5 rating on 65 stations.

Paramount's *Entertainment Tonight* slipped in ranking for the third consecutive sweep period. During May it averaged a 7.4 rating on 152 stations, compared to a 9.3 rating on 146 stations last February, when it ranked fifth, and an 8.7 rating on 141 stations in November 1984, when it placed fourth. Last May, *Entertainment Tonight* was in seventh with an average of 7.5 on 137 stations.

Wheel of Fortune

Telepictures' *People's Court* came in seventh with a 7.0 on 173 stations, compared to an 8.5 on 170 stations last February, a 7.8 on 169 stations the preceding November, and a 7.7 on 169 stations during May 1984.

Among the top-25 syndicated series appearing in 10 or more markets and on the air in May 1984, 21 experienced ratings declines and four increased. The four that showed improved ratings in May-to-May comparisons were *Wheel of Fortune, Donahue, Sanford & Son* and *Hour Magazine*.

Not surprisingly, the top-rated syndicated show in prime access (Monday-Saturday) is *Wheel of Fortune*, which averaged a 16 rating in the 167 markets where it played in that time period (out of 182 Nielsen recorded markets). Coming up behind *Wheel* in access was Colbert Television Sales' *Tic Tac Dough*, which averaged a 12 rating access. In descending order were *Jeopardy* (11 rating/48 markets), *Wild Kingdom* (10 rating/eight markets), *PM Magazine* (10 rating/46 markets) and *M*A*S*H* (nine rating, 107 markets).

In early fringe, the top-rated program was again *Wheel of Fortune*, which averaged a 14 rating in 15 markets in that time period. *Donahue* was the top-rated daytime show, averaging a 6.0 rating on 167 stations, while *M*A*S*H* was number one in late night, averaging an 8.0 rating on 52 stations.

Although *Wheel* also swept the key demographic categories, the number-one program among children continued to be Group W's *He-Man and Masters of the Universe* (10.9 rating/152 stations), followed by Claster's *Transformers* (10.7 rating, 99 stations).

Some shows that ranked among the top 10 in household ratings fell off sharply among the major demographic groups. *People's Court* and *Family Feud*, which ranked seventh and eighth in households, tied for 16th

Nielsen's Cassandra numbers

	May 85			Feb. 85			Nov. 84			May 84		
Program	Mkts.	Rtg.	% chg Feb 85-May 85	Mkts.	Rtg.	% chg Nov 84-Feb 85	Mkts.	Rtg.	% chg May 84 Nov 84	Mkts.	Rtg.	% chg May 84 May 85
Wheel of Fortune	182	16.0	−18.78	180	19.7	20.12	179	16.4	33.33	110	12.3	30.08
*M*A*S*H*	169	8.7	−20.18	168	10.9	9.00	164	10.0	5.26	164	9.5	−8.42
Jeopardy	133	8.0	−15.79	127	9.5	31.94	116	7.2	—	—	—	—
Three's Company	168	8.0	−25.23	171	10.7	11.46	167	9.6	6.67	151	9.0	−11.11
PM Magazine	65	7.5	−17.58	66	9.1	10.98	67	8.2	−1.20	78	8.3	−9.64
Enter. Tonight	152	7.4	−20.43	146	9.3	6.90	141	8.7	16.00	137	7.5	−1.33
People's Court	173	7.0	−17.65	170	8.5	8.97	169	7.8	1.30	169	7.7	−9.09
Family Feud	92	6.6	−20.48	108	8.3	−1.19	111	8.4	−12.50	139	9.6	−31.25
Jeffersons	126	6.6	−20.48	128	8.3	7.79	125	7.7	4.05	128	7.4	−10.81
Benson	61	6.5	−14.47	53	7.6	8.57	42	7.0	—	—	—	—
Diff'rent Strokes	103	6.5	−28.57	95	9.1	19.74	85	7.6	—	—	—	—
Donahue	173	6.3	−8.70	171	6.9	16.95	171	5.9	1.72	166	5.8	8.62
Hee Haw	172	5.8	−32.56	171	8.6	8.86	169	7.9	29.51	173	6.1	−4.92
WKRP in Cincinnati	116	5.6	−18.84	114	6.9	16.95	113	5.9	−1.67	119	6.0	−6.67
Taxi	74	5.5	−14.06	80	6.4	6.67	77	6.0	—	53	6.0	−8.33
Sale of the Century	30	5.0	−19.35	32	6.2	—	0	0.0	—	—	—	—
Fight Back	30	4.9	−31.94	31	7.2	−5.26	26	7.6	94.87	19	3.9	25.64
Barney Miller	105	4.7	−30.88	108	6.8	15.25	101	5.9	1.72	118	5.8	−18.97
Dukes of Hazzard	103	4.7	−27.69	116	6.5	10.17	123	5.9	—	—	—	—
Name That Tune	96	4.7	−31.88	100	6.9	6.15	96	6.5	—	—	—	—
Sanford & Son	57	4.7	0.00	59	4.7	20.51	64	3.9	−15.22	75	4.6	2.17
What's Happening!	27	4.7	−7.84	29	5.1	−3.77	27	5.3	26.19	33	4.2	11.90
Fame	136	4.6	−25.81	129	6.2	5.08	128	5.9	20.41	123	4.9	−6.12
Hart to Hart	28	4.6	−23.33	29	6.0	13.21	28	5.3	—	—	—	—
Too Close for Comfort	79	4.6	−28.13	93	6.4	6.67	31	6.0	27.66	70	4.7	−2.13
Hour Magzine	115	4.5	−18.18	112	5.5	14.58	108	4.8	9.09	121	4.4	2.27
Dance Fever	101	4.4	−34.33	98	6.7	1.52	93	6.6	24.53	110	5.3	−16.98

Note: List excludes shows with clearances of fewer than 25 markets and which are not regular daily or weekly series.

among women, 18-49. *Donahue*, which was 12th among households, sank to 123rd among men, 18-49. ☐

Firestorm smoldering over some rock lyrics

Group's concerns over excessive sexual and violent content in lyrics causing ripple effect in record and broadcasting fields

Not since the birth of rock 'n' roll some 30 years ago have the broadcasting and music industries experienced a major outcry over the content and lyrics of songs that appeal to younger audiences. This concern over what is being described today as "pornographic lyrics" in some contemporary phonograph records is mounting steadily and may soon be debated in the Congress.

The newly formed Parents Music Resource Center (PMRC) says its goal is not censorship, but rather to heighten the public's awareness of the issue (see story, page 42). In a letter to Stan Gortikov, president of the New York-based Recording Industry Association of America (RIAA), the group asked the music industry "to exercise voluntary self-restraint perhaps by developing guidelines and/or a rating system such as that of the movie industry for use by parents in order to protect our younger children from such mature themes." The efforts of the PMRC have attracted the attention of the Senate Commerce Committee, which may hold hearings on the subject as early as next fall ("Closed Circuit," July 8).

The Parents Music Resource Center is not alone in its crusade. Earlier this year, Bill Steding, vice president and general manager of Bonneville International Corp.'s KAAM(AM)-KAFM(FM) Dallas, and executive vice president of the Central Broadcast Division (Radio) for Bonneville, proposed an organization composed of record and radio industry representatives along with business and industry groups who would monitor lyrics of contemporary songs before they are aired on radio or television ("Riding Gain," April 15). Steding calls the proposed organization the National Music Review Council.

Steding

Stevens

"The council will make judgments based on the lyric content as to the acceptability of music for today's youth. If it passes the guidelines, a record would get a label saying it is acceptable—just like a *Good Housekeeping* seal," said Steding.

Steding told BROADCASTING that he plans to meet with the group later this week on Nantucket Island, Mass., to discuss the formation of such a council. "I'm convinced that we [artists, composers, radio and television stations as well as record manufacturers, distributors and retailers] need to pursue self-regulation on this issue because the alternative is government regulation, which doesn't represent anyone on an equal basis," said Steading.

Prompted by the PMRC, NAB President

NBC withstands CBS charge on Sunday, Monday

CBS, despite having the two highest rated nights of the week, was unable to stop NBC's summer juggernaut, as the latter won the week ended July 7. NBC, which has now won seven consecutive weeks (CBS last won the week ending May 19), had an 11.7 average rating and a 23 average share based on Nielsen's National Television Index (NTI). CBS scored an 11.2/22.5 and ABC an 8.7/17.7.

For the first time since the week ending May 12, HUT levels were down from the same week a year ago, from 50.7 to 50. The combined network rating/share was also down, from a 32/63.3 last year to 31.6/63.5 this year.

CBS had six of the top 10 shows and nine of the top 20. NBC had four of the top 10 and nine of the top 20. ABC had two shows in the top 20.

In nightly wins, NBC took Tuesday, Wednesday, Thursday and Saturday, while CBS took Monday, Friday and Sunday.

■ Monday on CBS included four of the top 10 ranked shows of the week. CBS took every time period in the schedule, scoring a 14.2/26 for the night.

■ NBC took Tuesday night with a 13.3/24. Its schedule gradually gained strength, culminating in a 14.1/25 from 10th-ranked ***Remington Steele*** (10-11 p.m. NYT).

■ Wednesday saw the NBC schedule win from 8 to 10 p.m. NYT, while ***Hotel*** (12.1/23) on ABC edged NBC's ***St. Elsewhere*** (10.8/21) at 10 p.m.

■ NBC, despite a slower than normal start for the early part of its Thursday schedule, won the night with a 10.3/24.9. ABC's Thursday schedule was the week's lowest rated night of television.

■ Although ***Miami Vice*** (10-11 p.m. NYT) delivered a 15.5/30 to rank fourth for the week, NBC lost Friday to CBS. From 9 to 11 p.m., a ***CBS Special Movie Presentation***, "White Water Rebels," delivered a 12.5/24.

■ With the exception of ***Mama's Family***, the Saturday-night schedule on NBC performed above a 10 rating as the network won the night with a 10.5/23.

■ While NBC had the number-one ranked program of the week—its "Policewoman Centerfold" movie—CBS won Sunday on the strength of its regular schedule, as it placed three shows in the week's top five.

Rank	Show	Network	Rating/Share
1.	Policewoman Centerfold*	NBC	18.2/32
2.	Murder, She Wrote	CBS	17.3/34
3.	60 Minutes	CBS	15.6/34
4.	Miami Vice	NBC	15.5/30
5.	Second Sight: A Love Story	CBS	15.3/27
6.	Facts of Life	NBC	14.6/29
7.	Kate & Allie	CBS	14.6/26
8.	Cagney & Lacey	CBS	14.5/28
9.	Newhart	CBS	14.2/25
10.	Remington Steele	NBC	14.1/25
11.	Scarecrow & Mrs. King	CBS	13.6/27
12.	Invasion of Privacy	CBS	13.5/24
13.	The Cosby Show	NBC	13.3/35
14.	Riptide	NBC	13.3/23
15.	Last Married Couple	NBC	13.0/23
16.	Double Trouble	NBC	12.8/34
17.	A Team	NBC	12.6/24
18.	Webster	ABC	12.3/27
19.	White Water Rebels	CBS	12.2/24
20.	Hotel	ABC	12.1/23
21.	TV Bloopers & Prac. Jokes	NBC	11.9/23
22.	Who's the Boss?	ABC	11.7/21
23.	Highway to Heaven	NBC	11.3/24
24.	People Do the Craziest Things	ABC	11.2/23
25.	Mike Hammer	CBS	11.1/23
26.	Family Ties	NBC	11.0/29
27.	Benson	ABC	11.0/23
28.	Hunter	NBC	10.8/23
29.	St. Elsewhere	NBC	10.8/24
30.	It's Your Move	NBC	10.6/24
31.	Airwolf	CBS	10.6/22
32.	Gimme A Break	NBC	10.6/22
33.	Finder of Lost Loves	ABC	10.5/22
34.	Diff'rent Strokes	NBC	10.1/24
35.	MacGruder & Loud	ABC	10.0/16
36.	20/20	ABC	9.9/23
37.	Comedy Factory	ABC	9.9/22
38.	Mama's Family	NBC	9.9/20
39.	Cheers	NBC	9.6/23
40.	Hail to the Chief	ABC	9.6/17
41.	Hill Street Blues	NBC	9.5/22
42.	Simon & Simon	CBS	9.4/22
43.	Knight Rider	NBC	9.4/18
44.	Love Boat	ABC	9.2/19
45.	Three's a Crowd	ABC	9.2/19
46.	Alice	CBS	9.1/17
47.	Norma Rae	ABC	9.0/16
48.	Foulups, Bleeps & Blunders	ABC	8.9/17
49.	Night Court	NBC	8.8/20
50.	E/R	NBC	8.7/18
51.	T.J. Hooker	ABC	8.5/19
52.	Monday Night Baseball	ABC	8.5/16
53.	Charles in Charge	CBS	8.3/18
54.	Matt Houston	ABC	8.3/16
55.	Dukes of Hazzard	CBS	7.8/17
56.	Dynasty	ABC	7.6/15
57.	Fall Guy	ABC	7.5/16
58.	Eleanor, First Lady of World	CBS	7.3/14
59.	Silver Spoons	NBC	7.1/15
60.	V	NBC	7.1/15
61.	Punky Brewster	NBC	6.8/15
62.	Jeffersons	CBS	6.8/14
63.	Knots Landing	CBS	6.7/16
64.	Cover-Up	CBS	6.7/15
65.	Bad News Bears Break Train.	ABC	6.6/14
66.	Magnum, P.I.	CBS	6.4/17
67.	Spencer	NBC	5.9/13
68.	Moment to Moment	ABC	5.4/14
69.	Michael Nesmith in TV Parts	NBC	4.4/10

*Indicates premiere episode

Broadcasting Co. from Robert D. Hanna (50% before; none after) to Edward H. Tricker (100%) for assumption of liabilities. Seller also has interest in KCLW(AM) Hamilton, Texas. Buyer has no other broadcast interests. Filed July 1.

■ WHTV(TV) Meridian, Miss. (ch. 24; ERP vis. 724 kw; aur. 72.4 kw; HAAT: 610 ft.; ant height above ground: 368 ft.)—Seeks assignment of license from Central Television Inc. to Meridian Broadcasting Partnership for approx. $4 million, comprising $1.5 million cash and remainder note at 10%. Seller is owned by Frank K. Spain, who also owns WHLT(TV) Hattiesburg, Miss. and has interest in WTVX(TV) Fort Pierce, Fla. and WTVA(TV) Tupelo, Miss. Buyer is owned by Steven J. Pruet, Mary Ellen Moore, her husband, James D. Moore and Karen D. Chandler. It also has interest in WSTG-TV Providence, R.I., WSMH-TV Flint, Mich. and WIII-TV Cincinnati. Filed June 28.

■ WNYB-TV Buffalo, N.Y. (ch. 49; ERP vis. 2,240 kw; aur. 224 kw; HAAT: 850 ft.; ant. height above ground: 959 ft.)—Seeks assignment of license from Bison City Television 49 to Television Corp. of Buffalo for expenses. Seller is owned by Harold E. Protter, who also has interest in WNOL-TV New Orleans. Buyer is subsidiary of Television Corp. Stations., Virginia Beach, Va.-based station group of five TV's, principally owned by Tim McDonald, Gene Loving and John Trinder. Filed June 26.

■ WABC-AM-TV and WPLJ(FM) New York; KABC-AM-TV and KLOS(FM) Los Angeles; WLS-AM-FM-TV Chicago, KGO-AM-TV San Francisco and WMAL(AM)-WRQX(FM) Washington (WABC[AM]: 770 khz; 50 kw-U; WPLJ[FM]: 95.5 mhz; 4.6 kw; HAAT: 1,300 ft.; WABC-TV: ch. 7; ABC; ERP vis. 110 kw; aur. 11 kw; HAAT: 1,610 ft.; ant. height above ground: 1,729 ft.; KABC[AM]: 790 khz; 5kw-U; KLOS[FM]: 95.5 mhz; 68 kw; HAAT: 2,920 ft.; KABC-TV: ch. 7; ABC; ERP vis. 159 kw; aur. 31.7 kw; HAAT: 2,970 ft.; ant. height above ground: 234 ft. [CP: ERP vis. 141.25 kw; aur. 28.9 kw; HAAT: 3,213 ft.]; WLS[AM]: 890 khz; 50 kw-U; WLS[FM]: 94.7 mhz; 4.4 kw; HAAT: 1,535 ft.; WLS-TV: ch. 7; ABC; 34.7 kw; aur. 6.92 kw; HAAT: 1,688 ft.; ant. height above ground: 1,710 ft. [CP: ERP vis. 55 kw; aur. 11.2 kw]; KGO[AM]: 810 khz; 50 kw-U; KGO-TV: ch. 7; ABC; ERP vis. 316 kw; aur. 63.2 kw; HAAT: 1,670 ft.; ant. height above ground: 977 ft.; WMAL[AM]: 630 khz; 5 kw-U; WRQX: 107.3 mhz; 55 kw; HAAT: 590 ft.)—Seeks assignment of license from American Broadcasting Companies and it's subsidiary licensee corporations, WMAL Inc. and WLS Inc., to Capital Cities Communications for $3,429,909,422, plus $87,201,090 in connection with redemption of warrants for shareholders (see BROADCASTING, March 25). Seller is publicly owned television network, headed by Leonard Goldenson, chairman. Buyer is publicly owned New York-based station group headed by Thomas Murphy, chairman. Filed July 1.

■ WIBX(AM)-WIBQ(FM) Utica, N.Y. (AM: 950 khz; 5 kw-U; FM: 98.7 mhz; 25 kw; HAAT: 660 ft.)—Seeks assignment of license from Marathon Communications Inc. to James & Hunter Communications Group Inc. for $3,145,000. Seller is subsidiary of ERI Communications Group, employe-owned firm headed by Frances Boyle, president. Buyer is principally owned by Richard W. James and his wife, Earlene and Steve Hunter. It also owns WIGY(AM)-WJTO(FM) Bath, Me. Filed July 5.

■ WRMT(AM) Rocky Mount, N.C. (1490 khz; 1 kw-D; 250 w-D)—Seeks assignment of license from Atlantic Radio Corp. to Robert G. Finney, Boston Lackey, James W. Shannon, Vincent D. Hardy and Frank B. McCann for $435,000. Seller is principally owned by Robert A. Manning. It has no other broadcast interests. Buyer is equal partnership with no other broadcast interests. Finney is general manager of WSSV(AM) Petersburg, Va. Lackey is Petersburg, Va.-based CPA. Shannon and Hardy are attornies in Petersburg. McCann is attorney previously from Petersburg, now New York. Filed July 1.

■ KCNR-AM-FM Portland, Ore. (AM: 1410 khz; 5 kw-D; FM: 97.1 mhz; 100 kw; HAAT: 980 ft.)—Seeks assignment of license from Duffy Broadcasting Corp. of Portland to Fort Vancouver Broadcasting Corp. for $6,975,000, comprising $4,975,000 cash and remainder note. Seller is principally owned by Robert J. Duffy, chairman (66.9%), Martin G. Greenburg (25.2%) and Patrick L. Delaney (5.8%). It also owns KRZN(AM) Englewood, Colo. KSMJ(AM)-KSFM(FM) Sacramento, Calif. and KMJI(FM) Denver. Buyer is owned by William A. Failing, who also KKSN(AM) Portland. Filed July 3.

■ WBRX(AM) Berwick, Pa. (1280 khz; 1 kw-D)—Seeks assignment of license from Berwick Broadcasting Corp., debtor-in-possession to Heritage Broadcasting Inc. for $150,000, comprising $30,000 cash and remainder in note, with interest payable only after buyer grosses over $150,000. Seller has no other broadcast interests. Buyer is owned by Michael D. Bart; Thomas P. Haughney; his father, Harry, Peter Pastusic, Paul Grimes and Robert Williamson. Bart is Wilkes-Barre, Pa., attorney. Haughney is president of Independent Network Systems, Nashville-based satellite firm. Pastusic is Berwick businessman. Williamson owns video stores in Berwick and Kingston, Pa. Grimes is former sales manager of WMJW(FM) Nanticoke, Pa. Filed July 28.

■ WCVI(AM) Connellsville, Pa. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Connellsville Broadcasters Inc. to MAR COM Broadcasting Inc. for $500,000 cash. Seller is principally owned by Dr. Cam Troilo, who has no other broadcast interests. Buyer is owned by Marlene J. Heschler (51%) and Geoffrey P. Kelly (49%). Heschler is vice president and Kelly is owner of Kelly Associates, Pittsburgh-based marketing firm. It has no other broadcast interests. Filed July 9.

■ WWIZ(FM) Mercer, Pa. (103.9 mhz; 3 kw; HAAT: [illegible] ft.)—Seeks assignment of license from P.S. Broadcasting Corp. to G.B.S. Partnership for $850,000, comprising $250,000 cash and remainder note at 10% over six years. Seller is principally owned by James D. Psihoulis. It has no other broadcasting interests. Buyer is equally owned by Karl F. Brandt and his wife, Ann, James L. Gory and his wife, Delphine, and Francis J. Sarvis and his wife, Catherine. Brandt is stations operations manager. Gory is former owner of Sharon Ford and Sarvis is president of Jim Sarvis Dodge, both Sharon, Pa. Filed July 3.

■ WELP-AM-FM Easley, S.C. (AM: 1360 khz; 1 kw-D; FM: 103.9 mhz; 2.5 kw; HAAT: 2704 ft. [CP: 328 ft.])—Seeks assignment of license from Pickens County Broadcasting Inc. to American Communications of Greenville, SC, Inc. for $970,000, comprising $310,000 cash, and remainder note. Seller is owned by Cleatus O. Brazzell, who also owns WJAT-AM-FM Swainsboro, WSNT-AM-FM Sandersville and WBRO(AM) Waysboro, all Georgia. Buyer is owned by Robert W. Harrison, who also has interest in WWWZ(FM) Summerville, S.C. and WTMP(AM) Tampa, Fla. Filed July 5.

■ WOLS(AM) Florence, S.C. (1230 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of Florence Broadcasting Co. from Asa Skinner (40% before; none after), his son, Asa Skinner III (10% before; none after) and Alston Purvis (50% before; none after) to D. Merle Wetzel (none before; 33.3% after), Teri L. Dunkel (same) and George Sciranko (same) for $325,000, compricing $80,000 cash and remainder note at 10.5% over seven years. Sellers have no other broadcast interests. Buyer, Sciranko is general manager of WWCH(AM)-WCCR(FM) Clarion, Pa. Others have no other broadcast interests. Filed July 3.

■ WKJQ(FM) Jefferson City, Tenn. (99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Mossy Creek Broadcasting Corp. to Defuniak Communications Inc. for $190,000 cash. Seller is owned by Philip J. Snyderburn, reciever. It has no other broadcast interests. Buyer is equally owned by Arthur F. Dees and Robert F. Schumann. It also owns WGTX(AM)-WQUH(FM) DeFuniak Springs, Fla. Filed July 2.

■ WDEH-AM-FM Sweetwater, Tenn. (AM: 800 khz 1 kw-D; FM: 98.3 mhz; 3 kw; HAAT: 260 ft.)—Seeks assignment of license from Sweetwater Radio Inc. to M&H Broadcasting Corp. for $246,000 cash. Seller is owned by Robert Goodfriend, who has no other broadcast interests. Buyer is owned by J. Bazzell Mull (55%) and his wife, Elizabeth (45%). It has no other broadcast interests. Filed June 27.

■ KEXX-FM Corpus Christi, Tex. (93.9 mhz; 100 kw; HAT: 840 ft.)—Seeks assignment of license from Corpus Christi Broadcasting Co. to American Wireless Co. for $1.6 million cash. Seller is owned Vann M. Kennedy (51.6%) and four others. They also have interest in KZTV(TV) Corpus Christi and KVTV(TV) Laredo, both Texas. Buyer is owned by Dan Cutrer (47.5%), Louie Tomaso (47.5%) and A.J. Pope (5%). Cutrer has interest in app.'s for new AM in Temple, Tex. and for assignment of license of KAMA(AM) El Paso. Filed June 28.

New Stations

New AM's

■ Melbourne Beach, Fla.—Rowland Broadcasting seeks 1510 khz; 2.5 kw-D. Address: 99 Arapaho Ave., St. Augustine, Fla. 32084. Principal is equally owned by Marshall W. Rowland, and his wife, Carol. It also owns WAVW(FM) Vero Beach, Fla. Their son, Richard, is app. for new AM in Silver Spring, Md. Filed July 1.

■ St. Cloud, Fla.—St. Cloud Broadcasting seeks 1500 khz; 1 kw-D. Address: 10410 Windsor View Dr., Potomac, Md. 20854. Principal is owned by Peter Gureckis, who also owns WBZE(AM) Indian Head, Md., and WDER(AM) Derry, N.H. Filed July 1.

■ Holly Hills, Fla.—KMO Inc. seeks 720 khz; 1 kw-U. Address: P.O. Box 1277, Tacoma, Wash. 98401. Principal is owned by James L. Baine, who owns KAMT(AM) Tacoma, Wash. Filed July 1.

■ Dover, Fla.—Spann Communications seeks 720 khz; 10 kw-D; 1 kw-N. Address: 5525 S. State St., Chicago, 60621. Principal is owned by Pervis Spann, who has interests in WVON(AM) Cicero, Ill., and WXSS(AM) Memphis. Filed July 1.

■ Pismo Beach, Fla.—Pacific Coastal Broadcasting Co. seeks 870 khz; 5 kw-D; 1 kw-N. Address: 2310 Ponderosa

Summary of broadcasting
as of April 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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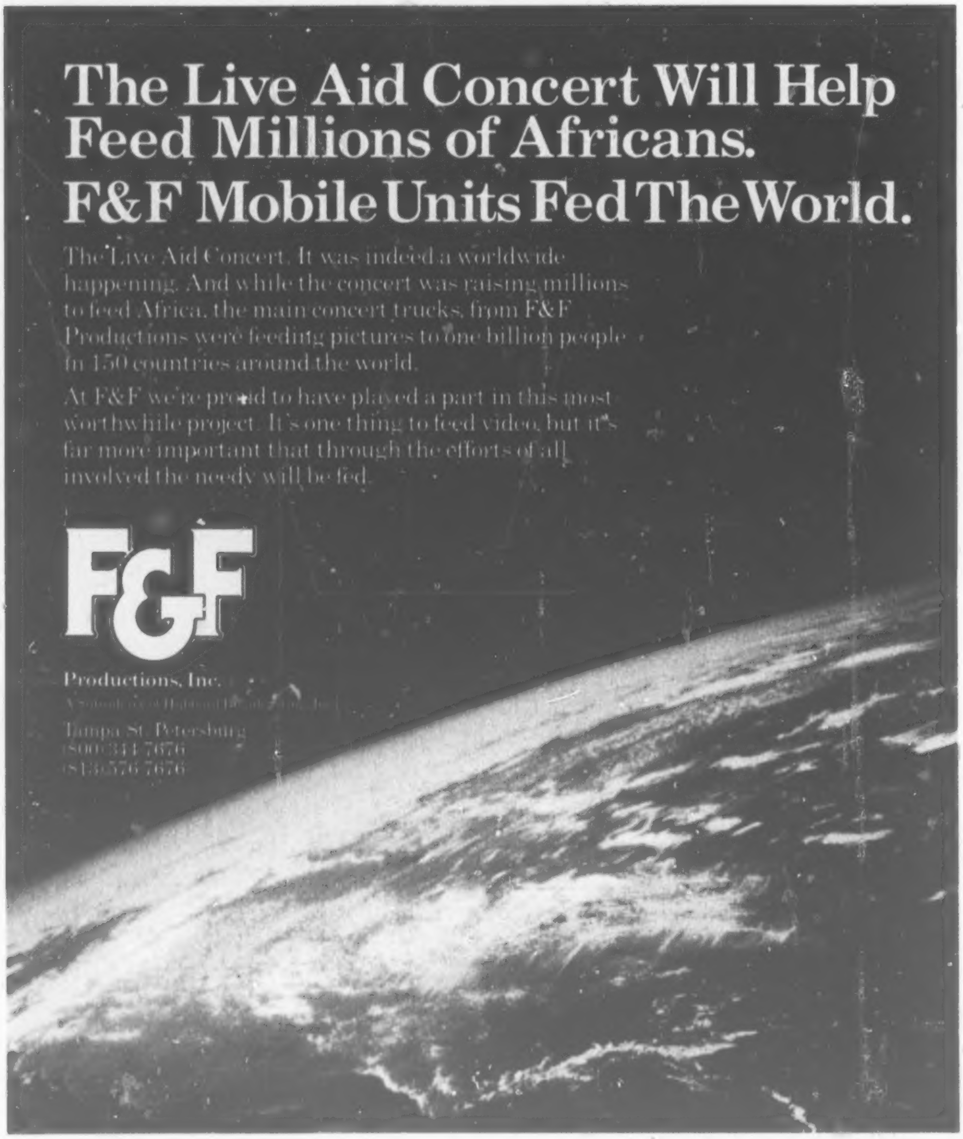

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Meeting on terrorist coverage guidelines?
State of the Art in Radio

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SQUARING OFF ☐ Senate hearing on takeover act features prime players in CBS-Turner drama, Tom Wyman and Ted Turner. **PAGE 32.**

ANOTHER STORER BID ☐ Comcast makes bid of $2.3 billion for Storer Communications. **PAGE 35.**

CODE MESSAGE ☐ Meese, Thatcher call for meeting with media interests to develop guidelines for coverage of terrorist situations. **PAGE 36.**

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STRATEGY SHIFT ☐ Turner withdraws short-form transfer application for control of CBS from FCC. Commission comes under fire from CBS for leaks. **PAGE 40.**

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GETTING VOICE BACK ☐ Reagan administration mulling over bringing Voice of America to Western Europe. **PAGE 85.**

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On the technology front, Motorola and Kahn Communications are still slugging it out for marketplace acceptance of their rival AM stereo systems, although Motorola seems to be ahead. The year also saw Mutual Broadcasting enter the FM subcarrier data distribution field and ABC announce plans to get into that business.

As for programing, contemporary hit radio stations WHTZ(FM) in New York and KIIS(FM) in Los Angeles dominate the airwaves among persons 12 years of age and older in the nation's two largest markets, while talk remains a strong format for AM stations.

KIIS(FM), according to Clark, is not only the top station in Los Angeles, but also the "top billing radio station in the country," receiving as much as $2,100 for a 60-second spot. He attributes KIIS's success to a perceptiveness on the part of station personnel to be "in tune" not only with what's current in musical tastes, but with other aspects of the community. "We strongly believe in promotion, but it's only icing on the cake. If you don't have a good product, promotion won't help," said Clark.

What allows KIIS(FM)'s cross-town rival, Talkradio to KABC(AM), to draw healthy Arbitron 12-plus shares is its programing "consistency," according to the station's vice president and general manager, George Green. He said KABC's daytime (5 a.m. to 4 p.m.) lineup of talk show hosts has been in place for over 10 years.

With the new RADAR 31 report (Vol. 1) showing that for the average quarter hour, AM Radio reaches only 29.4% of the total [12-plus] radio audience, other AM stations are trying to find a programing niche in their respective markets. The answer for some is block programing.

RKO's contemporary hit KFRC(AM) San Francisco has adopted a game show format in which the station airs games and contests from 9 a.m. to 3 p.m. each weekday. According to KFRC program director, Mike Phillips, station management "felt it necessary to set aside traditional thinking about radio programing and concentrate more on audience entertainment as a whole."

Adult contemporary WNBC(AM) New York has shored up its entire programing schedule with top name personalities, building upon popular morning and afternoon drive-time hosts Don Imus and Howard Stern, respectively. The station hired comedian Soupy Sales, who is now wedged between Imus and Stern, and popular New York radio personality Jack Spector to do a nighttime variety sports program which will include music. The station also airs a customized version of the syndicated *Wolfman Jack Show* in the overnight slot.

"We are becoming the most personality-oriented station in the country," said WNBC(AM) vice president and general manager, John P. Hayes Jr., who describes the station as a "classic old-line radio outlet [block programing] with a 1980's flare."

Group W Broadcasting reached a milestone this year. In April, company-owned WINS(AM) New York celebrated its 20th anniversary on the air with an all-news format, which, in 1965, was considered to be a bold format move.

Doubleday Broadcasting President Gary Stevens sees a trend for "long-time, established" stations, which, he says, are getting stronger because of the volatile nature of the radio business today with more managers apt to change formats faster. "Format changes alter the dynamics of the marketplace.... Listeners are gravitating back to established stations because they feel more comfortable with them."

Here is the state of the radio art, 1985.

Optimism on the radio network front

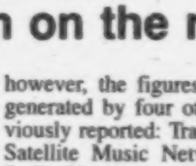
1985 is off to a good start with many predicting double-digit rise over '84

By most accounts, the radio network business is expected to have double-digit growth in 1985—maybe not the kind of growth that has businessmen and entrepreneurs scrambling all over each other to break into the marketplace, but still enough to quell fears that the industry is moribund. Executives are estimating that 1985 gross billings for the major radio networks will be up between 10% and 15%, significantly better than the lackluster 5.5% increase the industry experienced in 1984.

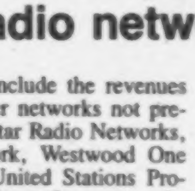
Reasons for the rebound vary among network radio executives, but all attest to a greater willingness among advertisers to steer their budgets toward radio, and many point to Procter & Gamble's return to the medium after a multi-year absence as significant. In addition, 1985 might be called the year advertisers discovered that Yuppies listen to radio—executives report that business among young adult-oriented networks and formats is especially brisk.

A picture of how 1985 might turn out for network radio is already taking shape in figures published by the Radio Network Association, which are based on data collected confidentially by the accounting firm of Ernst & Whinney from 10 major radio networks. For the first five months of 1985, reported RNA, gross billings were up 12.8% to $121,489,687 over the same period a year ago, while billings in May posted an increase of 7.4% over May 1984 for a total of $31,554,580. Unlike last year at this time, however, the figures include the revenues generated by four other networks not previously reported: Transtar Radio Networks, Satellite Music Network, Westwood One Radio Networks and United Stations Programing Network. (Those four networks brought in $20 million in 1984.) The other six major radio networks included in the tally are ABC, CBS, Mutual, NBC, RKO and Sheridan.

■ Edward McLaughlin, president of ABC Radio Networks, said that ABC's seven radio networks are running about 12% ahead in billings this year when the Olympics, which posted extraordinary gains for ABC last year, are excluded. In addition, he said the second quarter was up 8% for ABC, a new second-quarter record. But rather than benefitting from a flood of new advertisers, McLaughlin explained, he sees "more products from the same advertisers" being included in their radio mix. In addition to P&G's adding radio, he mentioned Warner-Lambert, too. "The brand managers talk to each other," said McLaughlin.



ABC's McLaughlin



CBS's Brescia

Another new way advertisers—principally retailers—are employing network radio, he said, is through two-to-three-day flights to promote coupons or newspaper promotions or "advertising advertising," as McLaughlin labeled it. Although he admitted that this new revenue stream does not represent "big bucks," McLaughlin said advertisers are able to directly measure the impact of the medium through consumer response to the promotional campaigns.

■ Dick Brescia, senior vice president, CBS Radio Networks and chairman of the Radio Network Association, is one of the more bullish in projecting that industry-wide growth for network radio will be up 15% in 1985 to reach a total of more than $300 million. A 15% growth rate, Brescia pointed out, "when compared to other businesses is pretty damn good." He warned that projecting industry-wide growth this year, however, is hampered by the addition of four networks for which no previous growth record is publicly available.

So where is this fabulous growth coming from? "I think that advertisers who are primarily concerned with the young adults—we have more of them in the marketplace today—and the networks geared to attracting the younger demos are doing quite well," said Brescia.

Another reason for network radio's current health, said Brescia, lies in the fact that some of radio's competitors are pricing themselves out of reach. "Over the past several years the cost factors of other media have been helpful to network radio because we are an efficient buy. When agencies scrutinize their budgets and see that costs of other media have risen dramatically, they have to look to other alternatives. The planners and buyers have stepped back and looked at other alternatives and radio has come up pretty good. And that has been an important reason for the growth."

As an example, Brescia pointed to CBS's youth-oriented RadioRadio network, which now has a lineup of 149 affiliates, including stations in 24 of the top-25 markets. "The adult-oriented networks, which are primarily AM station based, have suffered the same fate that AM stations around the country have: erosion of their share of the audience." To emphasize he wasn't poo-pooing adult-oriented networks (CBS operates the adult-oriented CBS Radio Network), Brescia said adult-oriented networks "have to do more than sell numbers; they must sell the environment." Brescia explained that as far as seeking sponsors for adult-oriented radio networks is concerned, "it's important for us to point to Charlie Osgood and Dan Rather. ABC will do the same with Paul Harvey. Those kinds of shows can still sell because they're environment shows."

■ But one executive who probably would take exception to parts of Brescia's remarks about adult-oriented networks is Jack Clements, president of the Mutual Broadcasting System. The Mutual Radio Networks, which serve about 850 affiliates, have been up in both the RADAR 29 and 30 reports "and I expect to be up in 31." Although traditionally an adult-oriented network, Clements says that Mutual in the past year has made important inroads into younger audiences—or at least audiences that are on the younger side of older. "A year ago, a quarter of our affiliates were FM's; now more than a third are FM's. That doesn't mean we're giving up on AM's, but it does mean we're broadening our base," Clements said.

"We are still a 25-54 demo network," Clements said, "and plan to stay that way. But we are affiliating with FM's in order to bring aboard more 18-34-year-old bodies so we can strengthen the younger end of the 25-54 demo." Most adult-oriented networks, said Clements, "have a tendency to be heavy up on the high side [the 34-54 part of the 24-54 demo], and I don't want that." Programs such as the *National Lampoon Show*, Clements pointed out, are some of the things Mutual is doing to attract youth-oriented stations, "and we may bring on more of those as time goes on." But with programs like last week's introduction of a political face-off show between New York Governor Mario Cuomo and former U.S. Senator Howard Baker—not the kind of programing likely to attract the MTV generation—Clements made it clear that Mutual is not backing away from its adult-oriented format. With sales at Mutual running 15%-20% ahead of last year (above the industry average), an enthusiastic news operation under Ron Nessen and a reorganized sales staff in New York and Detroit, the recently appointed president is sure the once-beleaguered network is back on its feet. And for that he credits Mutual's owner, the Amway Corp., which "pumped in millions of additional dollars to invest in people and product to do the obvious."

But Mutual is not the only radio network to have undergone more-than-routine changes in the past year. The RKO Radio Networks One and Two were acquired by the United Stations last spring. They are now called United Stations Networks One and Two and are separate from the United Stations Programing Network, the long-form program service that made up the United Stations before the RKO acquisition.

■ Nick Verbitsky, president of the United Stations, said the acquisition has "brought more of an entrepreneurial spirit" to the old RKO networks. To some that may mean staff cutbacks, as have been reported, but to Verbitsky it means a situation where "department heads function as department heads and everybody is accountable. Decisions can be made quickly rather than having to run things through a board of directors or a committee."

Network tote board

Network	*Affiliates*
ABC Radio Network and Talkradio	1,800
Associated Press Network	1,005
CBS Radio Network	394
RadioRadio	141
CNN Radio Network	177
Mutual Broadcasting	850
National Public Radio	310
NBC Radio Network	366
The Source	123
Talknet	230
Satellite Music Network	486
Sheridan Broadcasting	110
Transtar	260
United Radio Networks (I and II)	650
UPI Radio Network	1,000
Wall Street Journal Report	80

One of the changes United brought to the old RKO networks was the elimination of the feature programs—which, Verbitsky said, were "a major part of the [staff] reduction." Verbitsky said dropping the features does not reflect on the desirability of radio feature programing per se, but was due to those particular shows not being cleared and advertisers not participating.

■ A strong first half does not a bang-up year in network radio make, reminded Randy Bongarten, president of NBC Radio. "The marketplace has been very strong over the first five months," Bongarten agreed, "but there are question marks because of the lateness of the upfront television season. We're still waiting to see how the second half of the year will develop." (Network radio, like certain dayparts in television, also has an upfron season, but it usually follows the television marketplace by a few weeks.)

Bongarten is in agreement with his competitors when he estimates "the marketplace will finish somewhere in the area of $300 million in 1985." But because everybody will be competing against a strong fourth quarter in 1984 "it's going to be a lot more challenging to reach 15% growth the latter part of this year. We as a network haven't planned for it."

And the "youth business," Bongarten said, "has been stronger than the business as a whole," although Bongarten noted that when it comes to the youth business, "we're dealing in small numbers relative to the total size of the market." According to Bongarten, "There are more viable youth networks today than in the past." For example, he noted that in addition to NBC's youth-oriented The Source network, there are also such syndicated youth networks as Westwood One "that are doing a good job." But doesn't the proliferation of youth-oriented services tend to split the market? "Sure there's fragmentation," Bongarten acknowledged, "but there's also incrementation. Each individual entity might be getting a smaller piece, but the pie as a whole is getting larger."

■ Among the 24-hour satellite format networks, the Dallas-based Satellite Music Network has 488 affiliates on-line and another 57 under contract. According to SMN President John Tyler, the affiliate base is 57% AM stations and 43% FM's for SMN's four formats—nostalgia, country, adult contemporary and rock. The most popular format is country with 185 affiliates, followed by adult contemporary with 168, nostalgia/MOR with 96 and rock with 37.

There are also economic incentives to affiliate with SMN, claimed Tyler. "Generally speaking, we can reduce station operating cost by 25%-30%," because it requires a smaller staff to run the station. Another advantage Tyler cited is that a "very high percentage of our stations have had increased sales because of improved on-air product and re-direction of managers' time, away from personnel time so that they can spend more time with advertisers."

Publicy owned SMN turned a modest profit for the first time during the first quarter of 1985. On revenue of $2,880,000, reported Tyler, SMN earned $5,791. In the previous year, SMN lost money on $1,039,000 in revenue. And for the first six months of this year, Tyler said, revenue was $6,305,000 compared to $2,492,000 for the first six months of 1984. Six-month profits have not been determined yet, he said.

■ Terry Robinson, president of Transtar Radio Networks, a subsidiary of Colorado Springs-based radio group owner, Sunbelt Communications, said the kind of stations signing up for his 24-hour music services are "usually looking for a programing alternative and feel we can provide that." Transtar offers three 24-hour formats: country, adult contemporary and "Format 41," a light contemporary format targeted toward an audience with a median age of 41. They have a combined total of 279 affiliates. But Robinson denied his service can, in itself, be the magic that turns around a faltering station and makes it profitable. "Most of the people who utilize our service successfully are already very good managers."

Robinson reports fast growth for his "Format 41" service, which is a joint venture with Viacom and is based on the light-contemporary format developed at Viacom-owned WLTW-FM New York. In the past year, temporary format developed at Viacom-owned WLTW-FM New York. In the past year, 42 "Format 41" stations have gone on the air, and contracts are in place for 19 additional affiliates. "Format 41" 's affiliates are "increasingly" coming from the ranks of major market stations, Robinson said, because "it filled a niche that was available." That niche, he goes on to say, is the segment of 41-year-olds who probably grew up listening to the AM band but long ago switched to FM (80% of "Format 41" affiliates are FM stations). A median age of 41 'is where the population is headed," says Robinson.

■ CNN Radio, Atlanta, has undergone major changes over the past year. It weened itself off the audio portion of CNN Headline News and, in turn, expanded its top-of-the-hour and bottom-of-the-hour newscasts and introduced several news feature feeds. According to Bob Pates, vice president for radio, Turner Program Services, CNN has invested $1.1 million over the past two months expanding CNN Radio's operations.

Pates also revealed that CNN Radio is developing a "high energy" news format for contemporary hit radio-formatted FM stations. The newscast will be designed to last no more than a minute and "provide as complete a package [of the news] in the shortest period of time as possible." The kind of station that will be interested in CNN's youth-oriented newscast, Pates explained, is the urban CHR station that "doesn't want to take a five-minute break for news." He hopes the new format will be launched by Aug. 1.

Additionally, Pates said that CNN is also developing its first music format, which he declined to detail other than to describe as a "high-powered format."

■ The Associated Press Radio Network, which currently serves about 1,500 affiliates, has added several features recently to its steady flow of news programing. Among the latest additions are *Newsweek on Air*, a joint venture between AP and *Newsweek* magazine. It's a weekly 54-minute program featuring interviews with major newsmakers conducted by both AP and *Newsweek* correspondents. Other introductions include a 60-second daily feature on the home video market, *Home Video Update*. AP also has started a 60-second feature called *Eye on TV*, which offers interviews with television personalities, industry news and reviews of programs. In addition, AP recently started a daily 90-second feature on home and personal computers called *Tip Talk* and a new 90-second feature on nutrition, *Eater's Digest*.

"We put out about 10 features daily and expand and contract according to what our members want," explained Pat Hazen, director of station services for AP. Among the features AP member stations apparently didn't want this past year were *Looking Good*, a personal health program, and *One on One*, an interview show—both of which AP dropped.

Last March, AP also increased the frequency of its feeds for the *AP Business Barometer*, a daily, 60-second business report originally fed 12 times a day and now sent 16 times daily, to cover both East and West Coast drive times. And AP has also moved

Mutual's Clements

United's Verbitsky

NBC's Bongarten

Transtar's Robinson

to beef up its regional coverage, said Hazen, by hiring staff "to do nothing but work on specialized regional" news.

In addition, AP, in conjunction with WSM Inc., Nashville, airs the Music Country Network (MCN), an eight-hour overnight music/talk programing service transmitted nightly via satellite beginning at 10 p.m. NYT. According to Hazen, MCN now airs two 60-second series: *Music Country Minute* and *Artist Profiles*. Hazen said ad revenues for MCN, which clears aboout 100 stations nationwide, are pacing about 27% ahead of the comparable period in 1984.

■ In the face of financial woes, the United Press International Radio Network appears to be holding its own. The network continues to offer its 1,000 affiliated stations five-minute, top-of-the-hour newscasts, 24 hours a day, and two-minute, half-hourly newscasts from 5:30 a.m. to 9:30 p.m., Monday through Friday.

■ At Pittsburgh-based Sheridan Broadcasting Network, satellite operations have been moved from Cocoa, Fla., to Pittsburgh, where the company's corporate offices have always been. Explained Jerry Lopes, news director for SBN: "It's obviously always healthier to consolidate whenever possible, and the arrangement we were able to strike was for substantially less dollars" than at the Florida uplink facility. SBN also switched satellites, from Satcom IV to Westar V.

"We're concentrating on our bread and butter," said Lopes, of programing developments at SBN. He said that SBN is increasing the amount of sports programing it's providing to its 110 affiliates, including adding morning and afternoon drive time sports feeds, raising its sports feed to eight per day. But, Lopes acknowledged, "in terms of feature programing, we had to take a good, hard look," noting that SBN had to abandon both short- and long-form programing in favor of a "music/entertainment posture." Although Lopes said there are "plans on the table" to start up such a service again, including public affairs and information programing, they are "on hold."

■ *The Wall Street Journal Report*, a news service of Dow Jones & Co. (publisher of *The Wall Street Journal* and *Barron's*) that delivers two-minute, hourly business/economic reports to about 80 stations, "is exploring the possibility" of designing a financial network of shorter reports for FM beautiful music and classical stations, according to Bob Rush, director of broadcast services for Dow Jones.

Currently, the nearly five-year-old *Wall Street Journal Report* feeds 19 reports daily from 5:20 a.m. to 9:50 p.m. NYT, including a 4:20 p.m. stock market final report each weekday. Rush reports that sales revenues for the first half of 1985 were up between 20% and 25% over the same period a year ago. Among the list of regular advertisers on the network are: American Express, E.F. Hutton, AT&T, Dean Witter Reynolds and Pitney-Bowes. Rush said open rates for 60-second spots for 12 weeks or less usually begin at $3,900.

The company also offers *Barron's On Investment*, a scripted news service taken from the advance copy of that week's *Barron's*. To date, 48 stations use the service. ☐

Reps express "cautious optimism"

Renewed push by airlines, computer industry may help radio industry's national spot advertising dollars; increase may hit low double digits

According to most radio representative executives, national spot radio advertising should pick up as the third quarter proceeds, and most of them are optimistic about the fourth quarter. That could put the overall yearly percentage increase in national radio spot dollars in the high single digits or low double digits. The root of that optimism is the belief that complications which have reduced expenditures among some key radio advertisers, including airlines and computers, will be resolved. There is also the hope that increased competition in the automotive industry will cause an influx of additional dollars into radio.

Ralph Guild, president of Interep, the holding company for McGavren Guild Radio; Hillier, Newmark, Wechsler & Howard; Weiss & Powell, and Major Market Radio, said July has been "very soft," but August should be on target and September and the fourth quarter stronger. But for the year, he projects a sales increase on the conservative side, projecting gains of about 6% over 1984.

Jerry Kelly, president of Republic Radio, which, along with Christal Radio and Katz Radio, make up the Katz Radio Group, was expressing "cautious optimism" about the remainder of the year. "Talking just about stations that we have been repping all along, worried about pressure from some quarters of the public on beer manufacturers to reduce advertising: "Although beer advertisers have done a lot they have always measured what they have done, in the sense of not running spots early in the morning. They also do a lot of community service and community promotions. Anheuser-Busch and Miller have been very conscious."

Also stating a concern about beer advertising was Bob Weiss, president of Weiss & Powell. "The one area where I have been hurt to some degree has been the beer business... It has affected national sales and will probably have an effect in the third quarter as well."

Torbet's Fasolino said the situation was even more serious: "Beer advertisers are practically nonexistent and I think the beer industry is probably laying low... And when they ask for demos now, they are asking for 25-34. But I don't think their primary targets have changed."

Concerning airline advertising, Fasolino said the strength of the dollar has encouraged traveling but, at the same time, reduced international carriers' need to advertise. Domestically, he said, fare wars and mergers have forced carriers to reduce their costs and re-evaluate their marketing.

A resurgence in airline advertising would be good news to Concert Music's Cleary. Carriers are among the chief advertisers trying to reach the classical music listeners of the stations the company represents. The imported automobiles and financial services who also advertise on those stations are less seasonal in nature in their budgets.

As for youth-oriented advertisers, Newmark noted a slowing down of activity for such products as soft drinks, beer, shampoos and candy. Newmark said that one particular concern for station reps must be to find new industries that are interested in reaching young adults.

Among the regional offices placing orders, New York, Los Angeles and Dallas were among those which showed continued strength, said Newmark. Minneapolis, however, was showing some weakness. That office used to book orders from K-Tel International, he said, but that the record company is now "out of business." Business from Philadelphia offices was off a little, he said, because the Atlantic City, N.J., casinos were now being placed out of New York, and some orders from Boston had also gone to New York.

As to what markets those dollars are being distributed to, Republic's Kelly said there is no particular pattern. Likewise, Eastman's Schubert said that markets that were off, including Phoenix; San Diego; Portland, Ore.; Columbus, Ohio, and Buffalo, N.Y., revealed an "indiscriminate" pattern.

Caballero added that business for Hispanic stations is doing well in many markets, especially in Los Angeles; Albuquerque, N.M., and San Antonio, Tex. This is because, he said, there has been a shift by advertisers to put more money in Mexican-American markets whereas before there had been a focus on the Cuban and Puerto Rican markets of Miami and New York.

The national spot radio business from January to May, according to Larchmont, N.Y.-based Radio Expenditure Reports, reached $324,808,800. That's an increase of 10.3% over the comparable period of a year ago when RER adjusts figure to compensate for variance in standard billing weeks and 5.3% unadjusted.

How will the radio industry perform overall in 1985? Radio Advertising Bureau President Bill Stakelin has projected that business (local, regional, national and network) will reach $6.5 billion by year's end. ☐

Shakeout after the CHR goldrush

Some major markets are witnessing a shakeout in contemporary hit radio and stations still airing the format further redefine their audience; AOR, country also undergoing fine-tuning

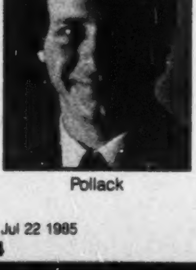
Last year contemporary hit radio was the hottest program format trend to hit the radio airwaves since the "urban cowboy" country radio phenomenon some six years ago. Like most trends in the radio business, however, those that jump on the bandwagon of a format that has become popular with listeners and thus in demand by advertisers, find there isn't enough room for everybody. That is the lesson that some of the late-comers to the CHR format are now learning, as evidenced recently by two stations in the New York market that switched out of the format—WAPP-FM and WKTU(FM)—leaving two CHR stations in the market to battle it out head to head—WHTZ(FM) and WPLJ(FM).

Radio executives and program analysts insist the CHR format is as strong as ever in appeal, but that it simply can't sustain all the stations trying to make a living off it. At last count, according to data compiled by the Radio Information Group, New York, almost 900 stations claimed a CHR format, about 10% of all commercial radio stations currently on the air. That represents a more than 7% increase in the number of stations programed for CHR compared to a year ago when there were close to 800 CHR stations on the air.

"CHR is very strong," said Chet Tart, manager of program research and marketing, Blair Radio. "The problem is that there [are] too many CHR stations in the marketplace. Boston has four, New York had four. Some markets have five. Every time you punch the dial it's Madonna, Madonna, Madonna, over and over again," he said, so that listeners may be getting "fried on the songs themselves." He said the solution, in part, lies in what he sees as the inevitable shakeout in the number of stations carrying the format. "It's just a matter of time. WAPP got out of the format in New York. It will happen in Boston too [and other markets]. It hasn't matured to the point where people are getting out of it in droves yet because they are still making money. But I think it's definitely at the peak of it's popularity," in terms of the number of stations embracing the format. He added, however, that the format may command a large enough following to keep a lot of stations thriving. "We are living in a contemporary world right now, so I don't see the contemporariness falling off. I just see some stations getting out of the format and switching to something else. The music and the product are strong and good and I think it will be around."

Gary Stevens, president of Doubleday Broadcasting, agreed that the number of stations programing a pure CHR format will "diminish." He had first-hand experience with Doubleday's WAPP-FM, which switched from a pure CHR format to hybrid top-40/album-oriented-rock format in May. "If you can't make a buck, you go," he said. "It's hard to support more than two of any format in market."

Blair's Tart


Pollack

Radio program consultant Jeff Pollack concurred. "The format is terrific," he submitted, "but there isn't room for five people." He also believes that the CHR shakeout experienced in New York will spread to other markets as well.

Top-40 consultant Mike Joseph said that while "some of the weaker [CHR] stations may fall off," the format will thrive, "in one configuration or another, because it is popular music." CHR, he said, "flows with the audience. You're going to play the hits regardless. The greatest advantage that a mass appeal format has is the fact that it encompasses everybody, every demographic, every race and every nationality."

Format segmentation is a trend that continues as stations try to broaden their core audience targets and counterprogram against similar formats in their market. Most recently, CHR has split into two directions, according to Pollack. The basic CHR format is a mass-appeal, 12-plus format. Pollack describes a newly emerging variation on that theme as "adult CHR," which attempts to be "more relatable" to the 25-to-34 age group with "less of the shouting kind of announcer," and with a dose of oldies songs added to the musical mix, rather than all current hit music. Adult CHR, said Pollack, "is designed to take audience away from adult contemporary stations.'"

Album-oriented-rock radio stations gained substantially in the winter 1985 Arbitron measurement period (BROADCASTING, May 6) and many in the industry attribute the success to many AOR stations' shift from teen-agers to a core audience skewing 25-34, which Lee Abrams, partner in the Atlanta-based radio consulting firm, Burkhart/Abrams/Michaels & Douglas, describes as AOR's "natural audience." That is the demographic that was in its teens and listening to AOR when the latter broke on the scene 15 years ago, said Abrams. By eliminating most of the heavy metal material, he said, and adding a few oldies and jazz pieces to a mix of old and new AOR cuts, the format, in effect, has "matured" as its audience has grown older.

According to Tart of Blair Radio, AOR stations are doing more to serve the older audience than simply realigning their music rotations. The stations are providing "full service" to listeners and not just wall to wall music. "AOR has become an adult radio station," he said. "The successful AOR's are providing things that the average 25- to 34-year-old person needs, which include news and information, traffic reports, conversation, and even comedy in the morning. Also, musically it's an alternative because a lot of the AOR's have changed formats leaving one to a market. [The Radio Information Center calculates that there are about 237 AOR stations on the air now, down from 272 a year ago]. They are now by themselves and they offer a unique blend of music, they play currents and they play oldies, and are providing full service on the FM band with AOR music. That's a very unique blend."

"The format has matured a lot to the lifestyle of the people listening to it," continued Tart. "It's growing along with its original demographic. The music is not as raucous as it used to sound. It is more of a mainstream adult station. It's now a 19-plus kind of format that goes up to 35." As for the longevity of AOR, Tart offers that the audience is "growing along with them... It might be a Music of Your Life format shortly."

Pollack suggests that the drive by AOR stations for the older audience may be due in no small part to the fact that advertisers want the older skew. "A lot of stations have been doing that very quietly for the last several years," he said. "I think we are seeing a lot of emphasis from the sales departments in terms of getting stations to skew older, with many just totally abandoning teens to CHR."

John Sebastian, the Scottsdale, Ariz.-based radio consultant, takes some of the credit for the shift of AOR stations toward an older audience. He is the creator of the EOR format, or "eclectic-oriented rock," which he has now placed in five markets (Seattle, Anchorage; Fort Pierce, Fla.; Baltimore, and Casper, Wyo.), up from two markets a year ago. EOR, says Sebastian, which is programed at a core audience of 25-40, got AOR programers to thinking about an older skew.

A year ago, he said, the AOR playlist focussed primarily on the 15- to 24-year-old segment, with groups such as Motley Crew and Iron Maiden. "Now the list is very soft in comparison," he contends, offering as evidence the fact that a recent *Billboard* AOR playlist showed the top 14 songs were also charted on the CHR list. Embracing CHR material, suggests Sebastian, is a "mistake." Album-oriented listeners prefer, he contends, a mix of the "great product" by rock artists both current and past, which is what EOR offers, with a dash of progressive jazz for diversity.

Format segmentation continues to influence other program genres as well, such as adult contemporary and easy listening. The AC camp is divided among those that stress more contemporary, but softer rock, and those that focus on oldies. The evidence that Tart has seen this year indicates however, a shift toward the contemporary sound, as listeners "get tired of hearing 'The Long and Winding Road' and 'Yesterday' by the Beatles." And, according to his reports, "the more contemporary music stations are doing better than the ones playing all over."

Number one. Country music is the most widely programed format on commercial radio stations followed by adult contemporary. That's according to the New York-based Radio Information Center (RIC), which tracks format additions and changes on a regular basis from over 8,000 stations in its files. Highlighted below are the top radio formats as of July. (The list includes 140 stations in the U.S. Virgin Islands, Puerto Rico and Guam.)

Format	*Number of stations*
Country	2,346
Adult Contemporary/Soft	1,940
MOR/Nostalgia	964
Rock/CHR	855
Religious	499
Easy Listening	437
Variety	252
AOR	237
Black	174
Oldies	168
Spanish	154
News/Talk	148
Urban Contemporary	91
All News	47
Classical	46
Ethnic	30
Jazz	15
Total	8,403

According to Pollack, AC stations are "losing a lot of audience to CHR stations." He said the AC stations are countering with a number of contemporary approaches, including a hybrid AC/CHR approach he describes as "AC music and a CHR sensibility."

A third AC approach having some success in the market is Transtar's Format 41 which, in effect, is a bridge between AC and easy listening. The 41 in the title, says William Moyes, a partner in Sunbelt Communications, which operates Transtar, stands for the median age of the target of the format, which he says falls right in between the median-age AC listener (31) and the comparable easy listening listener (52). "It's a very easy going form of AC," said Moyes, "with very little current music and almost all memories and fairly relaxing." The format also features all original vocals material and none of the instrumental renditions that Moyes says the 40ish crowd is not quite ready for.

Meanwhile, the easy listening programmers are struggling to make their product more appealing to younger audiences, with the addition of more up-tempo material and some vocals, while at the same time not alienating their traditional audience (35-plus). "The trend for easy listening," said Dave Verdery, vice president, programing of Bonneville Broadcast Consultants, the largest syndicator of easy listening music, "is the knowledge and the acceptance that today's easy listener is different from yesterday's easy listener and that today's listener grew up with rock-oriented roots. In order to capture new listeners for this format we must be able to play artists that they can relate to and those artists are going to come from adult contemporary and country formats that have crossed over into our sound."

But Verdery stressed that while easy listening has taken on a contemporary flavor in some variations of the format, it will always be based on the instrumental sound. "The ultimate goal is to provide a relaxing but refreshing instrumentally-based format with vocals that people of all ages can relate to," he said. "We will make sure not to offend our core audience. In the restaurant business if you have a good business you don't want to change your menu. But you can add some new recipes."

The way Bonneville sees it, the easy listening format is giving adult contemporary stations a run for the 25-54 demographic advertising dollars. Verdery said that 82% of his company's client stations (over 100 in rated markets) are ranked third or better among adults 35-54. "What we are tying to say is given that the 25-54 demo is the most coveted by advertisers, if you take away the front third of that demo, we are so strong that we will really fulfill two thirds of that demographic." With challenges from CHR for its younger listeners and an assault by easy listening for its older listeners, it's no wonder that AC programers are divided as to which way they should skew. It's also not surprising that 50 AC stations dropped the format in the past year. The Radio Information Center counts 1,874 AC stations in the market now compared to 1,924 a year ago.

The situation is also a little dicey for country radio stations. Despite the fact that shares and advertising sales are down for country music stations, about 50 more country stations are in the market this year than were last year. The current total is almost 2,350 stations. "The big problem for country," said Pollack, "is there is so little crossover material; except for the megastars, there's very little country that is crossing over to the other formats, such as AC and CHR." He adds, however, that "things should level out. Country had to have a shaking out period after everybody jumped on the bandwagon" several years ago.

Dan Halyburton, general manager of country stations KLAF(AM) Dallas-KLPX(FM) Fort Worth, described the current period for country as one of "moderate growth that will separate the men from the boys." Halyburton suggested that the more traditional stations are perhaps a bit worse off because many of the recording artists "who brought [country] through the 1960's and 70's are not recording as much," such as Mel Tillis and Charley Pride. And the country recording industry, he said, may be having bigger troubles than the stations. "They are kind of sitting at the switch deciding which way to go," he said, ie., more modern, skewing almost AC, or more traditional.

Gregg Lindahl, program director and manager of operations at WSM(AM) Nashville, said there was some "concern" about the product from the record companies. While the primary record buyer is in the 18-24 demographic, he said, the core country audience is 35-49. While it's one thing for the record companies to try to bring country music to the younger record buying core, "it's a concern" if they do it by ignoring the musical tastes of the primary country audience. Country radio wants a "fair balance," he said.

Joe Gallante, president, RCA Records, Nashville, said the goal of country record producers is to develop product that will appeal to a core country audience of 25-49. By expanding that core audience 10 years on the front end, he said, record sales (which for country have been flat lately) would improve significantly. "The tendency among persons 45-plus to buy albums diminishes 70%," compared to younger age groups. "We can't survive that," he said. Gallante said he didn't "know any record company in town" that was targeting younger age groups to sell country music to at the expense of the core listening audience.

As to radio news, research done by the Mutual Radio Network, indicates that listeners want to be kept more up to date with brief headline summaries, said Ron Nessen, Mutual's vice president, news and special programing. He said the network "is committed" to adding a one-minute hourly (perhaps twice hourly) news headline summary into the network's news mix. The plans will be spelled out further at the upcoming Radio-Television News Directors Association convention.

On the local level, said Lou Adler, vice president and news director WOR(AM) New York, "the general trend is toward doing news, beyond the top three or four major stories, that is shaped for the target audience." The types of stories and amount of air time allocated to news, he said, is determined by the demographic.

Talk radio, according to Diane Sutter, general manager of WTKN(AM) Pittsburgh, is one format that doesn't necessarily have to be local to succeed. In fact, given the costs of producing talk programing, she said, it is more efficient for a network to provide talk programs. WTKN is both a both an ABC Talkradio affiliate and an NBC Talknet affiliate.

"We do a great deal of local input," she said, such as news, sports, weather and traffic. "But the issues listeners are concerned about and want discussed are universal," such as financial and health issues. She said research her station had done concluded that, "if [the talk programing] is interesting and meaningful, it doesn't matter where it originates from."

On the nostalgia-format front, reports Jim Lowe, program director, WNEW(AM) New York, Linda Ronstadt, with her recordings with the Nelson Riddle Orchestra, has helped "considerably" in getting a new and younger audience to sample nostalgia formats. Other contemporary artists are cutting albums featuring more traditonal music, as well, Lowe said. Toni Tenille, he reports, has also recently produced an album featuring songs by Cole Porter and George Gershwin.

On the classical music front, the launch a few months back of the Concert Music Satellite Service, said Robert Conrad, vice president and general manager, WCLV(FM) Cleveland, should help to generate more classical syndicated material, as well as more live programing. "The cost factors of distribution by satellite are so much less," he said. The question is, he added, "how much syndicated product can you program without losing your local identity?"

Conrad said that early Renaissance classical music was making a comeback and that classical stations were programing less vocal music, in an effort to attract younger demographics to the format. □

The burgeoning business of program supplying

More and more stations are looking to producers and syndicators for something special to give them an edge over the competition

An increasing number of stations are turning to radio program suppliers/syndicators for specialized programing which, the following pages illustate, is not in short supply. And according to many of the executives surveyed, advertising support for most of the long-form programs is very strong.

The capsule summaries that follow also show the preferred method of sales to stations remains barter rather than cash and that the full service syndicated music format companies still prefer tape delivery of their products over satellite.

ABC/Watermark, the wholly-owned unit of ABC Radio Networks, is focusing a good deal of its attention on the international syndication marketplace. Although the company continues to produce *American Top 40*, which just celebrated its 15th year on the air with Casey Kasem at the helm, and *American Country Countdown* for the ABC Radio Networks, it is now representing those two shows along with several others internationally. They include: DIR Broadcasting's *King Biscuit Flower Hour*, *Silver Eagle Cross Country Radio Show* and *Supergroups*, all of which DIR produces for ABC; TM Communications' "Goldpics" music library, and Ron Cutler Productions' *Musical* program.

ABC/Watermark President Tom Rounds said that the Pacific area, including Japan, has been the best market for these programs followed by Western Europe. He said *American Top 40* is very popular in France, especially with the advent of new commercial FM stations in that country. Rounds added that a German translation of *Top 40* is slated to go on the air in Cologne, West Germany, later this month.

□

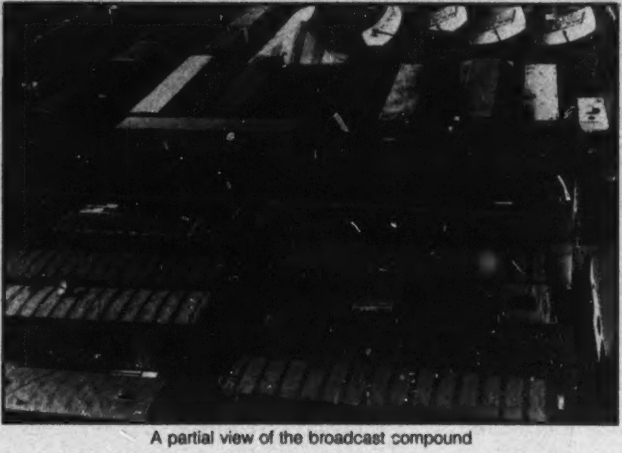
The American Comedy Network offers seven short comedy features (30-90 seconds) that are heard in 86 markets, including the top 10, on a cash basis. The all-original material, often relating to current events, consists of fake commercials, parodies of popular songs and impersonations, according to Andy Goodman, president. Now in its second year, the network last year provided, free of charge, *Not the American Top 40*, as an introduction to stations. The show was a parody of ABC/Watermark's *American Top 40* countdown show. "We'll probably do another music/comedy special in the near future," said Goodman.

Presently, work is being done on a detective series styled after Firesign Theater's Nick Danger, titled *Crash Barlowe, Private Guy*. Goodman said that the series is being given a trial run in test markets and would be available for 1986. It is hoped that the a 90-second sponsorable strip will result.

Goodman also mentioned that the American Comedy Network was reponsible for the book, "The Method to the Madness," a manual for radio morning shows, featuring actual interviews with 70 morning personalities (such as the "Greaseman" of WWDC-FM Washington) about what it takes to do a morning show. Goodman added that his troupe was planning another publication for an upcoming convention that will be less serious and factual.

□

Five formats and two production libraries are distributed by Dallas-based **Toby Arnold & Associates,** which plans to release a sixth format at next April's National Association of Broadcasters convention. The addition, still untitled, will be an "adult contemporary oldie" format. One of its selling points: "Our library goes 3,000 deep so you're never without fresh material," said the company's president, Toby Arnold. Arnold's five current formats—"Unforgettable" (nostalgia), "Unforgettable II" (foreground MOR), "Your Favorites" (adult contemporary), "Music Radio" (contemporary hit radio) and "Country Magic" (adult contemporary country)—are distributed to 93 stations on a cash basis. Its production libraries—Production Master and Production Bank—serve 500 stations, both by barter and by cash. Toby Arnold & Associates does not use



A partial view of the broadcast compound

On stage in Philadelphia

schedule and limited their performances to under 20 minutes. With the use of four stages (to set up one act while another was performing), the entire Live Aid event ran only 10 minutes over schedule. Said Zuckerman: The stars "all left their egos at the door."

ABC-TV, which donated crew and equipment for the Philadelphia concert, held the exclusive network prime time television rights. It broadcast a three-hour live program, hosted by Dick Clark, *Live Aid—An All-Star Concert for Africa* (Saturday, 8-11 p.m., NYT), with some taped segments of groups that had performed earlier in the day. According to ratings for the program last week, it received an 11.6/21 rating, ranking 31st on the week's schedule of 64 programs (see story, below).

The musical marathon was also broadcast on MTV, which had the exclusive cable rights. According to MTV press relations director, Barry Kluger, it carried 21 hours, including a four-hour program from 3 a.m. to 7 a.m. (NYT) from Australia, which included performances by Men at Work, Mental as Anything and the Australian Crawl.

Using 12 satellites for a worldwide broadcast "I don't think has been done before on this scale," Zuckerman said. From 9 a.m. to 12 p.m. (NYT), both the London and Philadelphia stadiums were going at once. "It was then a matter of who wanted what, whether the world feed took an act from London or vice versa. Everyone could have a completely different show."

Hal Uplinger, executive producer of the Live Aid broadcast said that technologically, the event entered "unchartered waters... What we did was take the technology that is there and utilize it for the first time at the highest level we know. The broadcasting media brought humanity together for one common cause. We're finally using the media to their fullest extent." Not only that, he said, "we touched the human spirit" in the process, as talent and money were donated from around the world to help feed the hungry. ☐

NBC sails to another summer ratings win

NBC continued its winning ways in prime time ratings for the week ending June 14, as it scored a 13.4 average rating and a 25 share, based on Nielsen's National Television Index (NTI). CBS and ABC had an 11.5/21 and a 9.5/18, respectively.

The ABC broadcast of *Live Aid—An All-Star Concert for Africa* (Saturday, 8-11 p.m. NYT) came in with an 11.6/21, giving ABC the night. But the concert broadcast ranked only 31st for the week.

The NBC schedule on Saturday was only slightly behind the broadcast of the concert with an 11.5/22, but ABC spokesman Jeff Tolvin said that the concert's rating was not disappointing, especially "given the fact that it was on in some form all day" on stations through its syndicated broadcast. ABC said 40 million people watched its broadcast.

Other programing highlights for the week included the *NBC Sunday Night Movie* (19.3/34), "Stingray," a pilot for a series the network will not have on its fall schedule. It tied for first for the week with the *Cosby Show*. The *NBC Monday Night Movie* (15.2/27), "Born Beautiful," finished 10th on the schedule.

In nightly wins, NBC took Tuesday (14.3/27) and Thursday (15.7/29) and also won Monday and Friday. CBS won Wednesday and Sunday. NBC took four of the top five and six of the top 10 spots on the week's schedule of 64 programs. CBS had three of the top 10 and ABC one.

HUT levels for the week were up 3%, from last year's 51.9 to 53.7, and the combined rating/share was 34.4/65, compared to last year's 34.2/67.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	19.3/38
2.	Stingray	NBC	19.3/34
3.	Murder, She Wrote	CBS	17.7/33
4.	Family Ties	NBC	17.4/33
5.	Cheers	NBC	16.8/30
6.	20/20	ABC	16.3/29
7.	Newhart	CBS	15.6/26
8.	Cagney & Lacey	CBS	15.4/27
9.	Night Court	NBC	15.4/27
10.	Born Beautiful	NBC	15.2/27
11.	Crazy Like a Fox	CBS	14.6/26
12.	A Team	NBC	14.8/30
13.	Facts of Life	NBC	14.6/27
14.	Trapper John, M.D.	CBS	14.6/26
15.	60 Minutes	CBS	14.5/30
16.	Miami Vice	NBC	14.5/27
17.	Kate & Allie	CBS	14.5/26
18.	Riptide	NBC	14.5/26
19.	Double Trouble	NBC	13.8/25
20.	Coming Out of the Ice	CBS	13.5/26
21.	Remington Steele	NBC	13.5/24
22.	Simon & Simon	CBS	13.3/23
23.	Hill Street Blues	NBC	12.7/23
24.	Knight Rider	NBC	12.6/23
25.	TV Bloopers & Prac. Jokes	NBC	12.5/24
26.	Hunter	NBC	12.4/24
27.	Mama's Family	NBC	12.2/24
28.	Who's the Boss?	ABC	12.0/22
29.	Hear No Evil	CBS	11.7/22
30.	Webster	ABC	11.6/24
31.	All-Star Concert for Africa	ABC	11.6/23
32.	Highway to Heaven	NBC	11.5/23
33.	Gimme A Break	NBC	11.3/22
34.	Hotel	ABC	11.3/21
35.	Scarecrow & Mrs. King	CBS	11.1/22
36.	Magnum, P.I.	CBS	10.7/21
37.	Comedy Factory	ABC	10.4/21
38.	Night Partners	CBS	10.4/19
39.	Benson	ABC	10.1/20
40.	MacGruder & Loud	ABC	10.1/18
41.	Matt Houston	ABC	10.0/19
42.	People Do the Craziest Things	ABC	9.8/18
43.	Charles in Charge	CBS	9.6/20
44.	E/R	CBS	9.5/19
45.	Fall Guy	ABC	9.5/19
46.	St. Elsewhere	NBC	9.5/17
47.	Monday Night Baseball	ABC	9.2/17
48.	Diff'rent Strokes	NBC	9.0/18
49.	Code Name: Foxfire	NBC	8.9/18
50.	Three's a Crowd	ABC	8.8/18
51.	Hail to the Chief	ABC	8.3/16
52.	Foulups, Bleeps & Blunders	ABC	8.6/17
53.	Silver Spoons	NBC	8.5/17
54.	Airwolf	CBS	8.0/16
55.	Dynasty	ABC	7.9/16
56.	Knots Landing	CBS	7.8/14
57.	Dukes of Hazzard	CBS	7.7/16
58.	Second Hand Hearts	CBS	7.6/16
59.	USFL Championship Game	ABC	7.6/14
60.	Diff'rent Strokes	NBC	7.3/15
61.	Ripley's Believe It or Not	ABC	7.1/14
62.	The Competition	ABC	6.5/12
63.	Jeffersons	CBS	6.0/12
64.	Rockhopper	CBS	5.9/12

*Indicates premiere episode

Advertising & Marketing

Study projects barter, cable advertising to take bite from three networks

Authors say competition will mean ABC, NBC and CBS figures will come in below GNP growth projections

A new report written by two security analysts concludes that the three broadcast networks will face increasing competition through the 1980's and as a result will underperform nominal GNP growth through 1990. Written by Mark A. Riely, a security analyst for F. Eberstadt & Co., and Helen A. Britton, director of marketing, national division, for WNET(TV) New York, the report suggests that both barter syndication and cable networks will show a compound annual growth rate of more than 20% per year. Five years from now, they said, the "Television Network Advertising Alternatives," as their report is titled, will equal the size of a fourth network, taking one-fourth the budgets of network advertisers.

Barter, in which syndicators keep and sell some of a program's advertising positions in exchange for a reduction or elimination of cash payments from stations on which programs are shown, is headed for growth, according to the 70-page report, with growth in the number of independent television stations. As recently as 1980, the authors said, only 65% of television homes could receive a local independent station. Smaller coverage by independent stations especially restricted the growth of barter in prime time, they said, because affiliates were reluctant to pre-empt network schedules except on an occasional basis.

With local independent television stations now reaching over 80% of TV households, the two authors estimate that prime time barter will grow from 8% of total barter revenue (see chart) to 22% by 1990, with an inventory five times as great as today. Saturday morning and weekday after-school dayparts (children's category in chart), which currently represents the most advanced segment of barter, will grow at a slower rate, they continued, with its percentage of revenue declining from 12% to 7% by 1990.

Other reasons for the growth in barter, according to Riely and Britton, include an expanded use of satellite transmission that will "increase the opportunity for live events and topical programs. . .reduce current variation in time period placement. . .and offer the opportunity to sell advertising virtually up to the last minute."

For the barter industry as a whole the authors project that the number of advertising spots will increase at roughly a 12% compound rate over the next five years. Unit prices, they expect, will gain roughly 8% to 9%, leading to an overall barter revenue increase of 21% per year to $1.4 billion by 1990, compared to the $530 million estimated for 1985 and the $400 million in 1984.

The report analyzes barter as a part of the network advertising marketplace. But the authors find justification for both sides of the long-standing dispute on barter: whether it is more of a threat to network or to spot revenues.

To begin with, they turn the categories upside down: "In fact. . .networking (including broadcast networks) could be classified as a form of barter." But they also note dissimilarities between network and barter, including a lack of simultaneous airing for barter programing, and the greater risk advertisers assume by placing money on a barter program rather than across a network's schedule.

Estimated Daypart Share of Revenue

	Broadcast networks	*Barter syndication*
Daytime	19	12
Early fringe	—	3
Prime access	—	55
Prime	52	8
Late night/fringe	5	8
Sports	14	—
News	8	—
Kids	2	12
Specials	—	2*

* Majority is in prime time.

F. Eberstadt & Co. estimates.

The latter point led Riely and Britton to speculate ". . .it may be beneficial and even necessary (for barter syndicators) to expand the potential market by enlarging their sales force and offering participation and scatter buys prevalent in networking."

Currently sharing barter revenue, according to industry sources, are some 50 syndicators. Riely and Britton estimated that 11 of those companies get 90% of the business, as follows: LBS Communications 24%, Television Program Enterprises 20%, King World 16%, Group W 8%, Telepictures 6%, and other major syndicators (Orbis, MCA, Tribune, Viacom, Syndicast and Paramount) 16%.

Looking at cable networks, a more frequently studied subject, the report said that of the $500 million in 1984 advertising revenue, WTBS Atlanta received 32%, MTV 15%, ESPN 14%, CNN 11%, USA Network 8%, CBN Cable 4%, The Nashville Network 4%, Lifetime 3%, Financial News Network 2%, The Weather Channel 1% and others 6%.

The expansion of channel capacity and an increase in cable households are among the reasons leading the authors to conclude that cable advertising revenue will increase to $2 billion by 1990, or at an annual rate of 25%. The components of that annual growth rate are a cost-per-thousand increase of 9%, the growth of unit sales by 8%, a 6% gain in audience share and a 2% increase in TV homes.

Neither network alternative has ". . .yet begun to have a meaningful impact on the network supply/demand equation as we believe they will have in the future," the report said. "Over the next five years. . .we anticipate that total network advertising growth (including barter and cable) may not exceed the pace of total national advertising expenditures (10.5%). It is our opinion that the expanding inventory offered by barter and cable will put a significant damper on the pricing ability of the major networks who will be under additional pressure as their audience declines."

There will also be other alternatives to network advertising, they said, including possibly public television, and pay cable, which will be looking to supplement lower subscriber fees. The report's projections are for network revenue to increase 7% annually over the next five years, compared to 5% inflation growth and a 3.5% gain in real GNP.

Riely told BROADCASTING the report does not conclude it is "gloom and doom" for ABC, CBS and NBC: "There are a lot of areas they can cut back on cost. But at the same time it will be harder to increase [profit] margins. The revenue assumptions that we are suggesting are not necessarily the double-digit ones for the balance of the decade that we have previously heard about at analysts meetings." ☐

Advertising predictions for 1985 revised down

Growth for year is not as robust as earlier thought, according to McCann study

A study by McCann-Erickson of advertising expenditures in 1985 shows that the year experienced moderate growth in comparison with 1984 and is highlighted by a projected increase of only 3% in network television.

During a presentation given last week in New York by Robert J. Coen, McCann senior vice president and director of forecasting, he noted that the progress of 1985 to date has led him to reduce some of the forecasts he made last December for this year (BROADCASTING, Dec. 17, 1984). For example, he estimated last December that total advertising spending in the U.S. would rise by 9.7% but is now revising this figure downward to 9.1% or a total of more than $95 billion.

Similarly, Coen reported to a meeting of

■ KLYF (100.3 mhz) Des Moines, Iowa—Seeks mod. of lic. to operate aux. ant. sys. for aux. purposes only. App. July 15.

■ KXLK (105.3 mhz) Haysville, Kan.—Seeks mod. of CP to change TL and change HAAT to 993 ft. App. July 15.

■ *KMUW (89.1 mhz) Wichita, Kan.—Seeks CP to change ERP to 100 kw and change HAAT to 439 ft. App. July 15.

■ WVEZ (106.9 mhz) Louisville, Ky.—Seeks mod. of lic. to install new transmission sys. App. July 15.

■ *KCWA-FM (89.9 mhz) Arnold, Mo.—Seeks mod. of CP to change to non-DA. App. July 15.

■ *KSMU (91.1 mhz) Springfield, Mo.—Seeks mod. of CP to change HAAT to 343.44 ft. App. July 16.

■ *KANW (89.1 mhz) Albuquerque, N.M.—Seeks CP to change ERP to 22 kw and make changes in ant. sys. App. July 15.

■ *WFRW (88.1 mhz) Webster, N.Y.—Seeks mod. of CP to change ERP to 18.62 kw; change HAAT to 337 ft., and make changes in ant. sys. App. July 15.

■ WQKT (104.5 mhz) Wooster, Ohio—Seeks mod. of lic. to install new transmission sys. App. July 15.

■ KELI-FM (92.1 mhz) Broken Arrow, Okla.—Seeks mod. of lic. to move SL to 6931 South 66th East Ave., Tulsa, Okla. App. July 15.

■ *KRVM (91.9 mhz) Eugene, Ore.—Seeks CP to change TL and change HAAT to 762 ft. App. July 12.

■ *WFCH (88.5 mhz) Charleston, S.C.—Seeks mod. of CP to change ERP to 29.6 kw; change HAAT to 306 ft., and move SL to U.S. Route 17, near Mount Pleasant, S.C. App. July 12.

■ KODK (92.7 mhz) Kingsville, Tenn.—Seeks mod. of lic. to install new transmission sys. App. July 11.

■ *KBWC (91.1 mhz) Marshall, Tex.—Seeks CP to change HAAT to 65 ft. App. July 12.

■ *WPNE-FM (89.3 mhz) Green Bay, Wis.—Seeks CP to change ERP to 100 kw. App. July 16.

■ *WHLA (90.3 mhz) La Crosse, Wis.—Seeks CP to change ERP to 100 kw. App. July 16.

■ *WGNV (88.5 mhz) Milladore, Wis.—Seeks mod. of CP to change TL; change ERP to 25 kw, and change HAAT to 330 ft. App. July 16.

Actions

AM's

■ KFLR (1230 khz) Phoenix—Granted app. to make changes in ant. sys. Action July 2.

■ KCNO (570 khz) Alturas, Calif.—Granted app. to make changes in ant. sys. Action July 2.

■ KTRB (860 khz) Modesto, Calif.—Granted app. to make changes in ant. sys. Action July 5.

■ KCOL (1410 khz) Fort Collins, Colo.—Granted app. to increase day power to 5 kw; install DA-2, and change TL. Action July 3.

■ WFFG (1300 khz) Marathon, Fla.—Granted app. to make changes in ant. sys. Action July 2.

■ WGFS (1430 khz) Covington, Ga.—Granted app. to increase power to 5 kw. Action July 5.

■ WIVS (850 khz) Crystal Lake, Ill.—Granted app. to increase power to 5 kw and make changes in ant. sys. Action July 8.

■ WMIN (1030 khz) Maplewood, Minn.—Granted app. to change daytime TL and make changes in ant. sys. Action July 2.

■ WMPA (1240 khz) Aberdeen, Miss.—Granted app. to make changes in ant. sys. and reduce power to 770 w. Action July 2.

■ KEPB (750 khz) El Paso—Granted app. to operate by remote control from main SL. Action July 10.

FM's

■ KQLH (95.1 mhz) San Bernardino, Calif.—Granted app. to make changes in ant. sys. Action July 3.

■ WPLR (99.1 mhz) New Haven, Conn.—Granted app. to move SL to 1191 Dixerll Ave., Hamden, Conn. Action July 11.

■ KRTR-FM (96.3 mhz) Kailua, Hawaii—Dismissed app. to change HAAT to 2,145.12 and make changes in ant. sys. Action July 10.

■ *WSIE (88.7 mhz) Edwardsville, Ill.—Accepted for filing app. to make changes in ant. sys. Action June 26.

■ WYMG (100.5 mhz) Jacksonville, Ill.—Dismissed app. to change HAAT to 492 ft. and change TL. Action July 3.

■ WQTZ (92.7 mhz) Decatur, Ind.—Accepted for filing app. to change ERP to 2 kw and change HAAT to 397.5 ft. Action June 26.

■ WBTU (93.3 mhz) Kendallville, Ind.—Granted app. to change TL; change ERP to 50 kw; change HAAT to 492 ft., and make changes in ant. sys. Action July 1.

■ KBJJ (107.1 mhz) Marshall, Minn.—Granted app. to change TL; change HAAT to 242 ft., and make changes in ant. sys. Action July 9.

■ *New (90.7 mhz) Batavia, N.Y.—Granted app. to change ERP to .92 kw and make changes in ant. sys. Action July 10.

■ *WAUP (88.1 mhz) Akron, Ohio—Granted app. to change ERP to 3.3 kw; change HAAT to 803.4 ft., and make changes in ant. sys. Action July 2.

■ WKBN-FM (98.9 mhz) Youngstown, Ohio—Dismissed app. to change aux. ERP to 38.6 kw. Action June 3.

■ *WZZE (88.7 mhz) Glen Mills, Pa.—Granted app. to change TL; change ERP to .018 kw; change HAAT to 183.68 ft., and make changes in ant. sys. Action July 10.

■ KNIF (95.3 mhz) Gilmer, Tex.—Dismissed app. to change ERP to .9 kw and change HAAT to 520 ft. Action July 5.

■ KGKL-FM (97.5 mhz) San Angelo, Tex.—Granted app. to construct new tower. Action July 9.

■ WERR (104.1 mhz) Utuado, P.R.—Dismissed app. to change TL; change ERP to 25.5 kw, and change HAAT to 1,968 ft. Action July 3.

Call Letters

Applications

Call	Sought by
	New FM
WMFM	Thomas William Hickman III, Petal, Miss.
	New TV
KZAR-TV	Morro Rock Resources Inc., Provo, Utah
	Existing AM's
KRKO	KGHX Pacific Rim Broadcasters Inc., Fairbanks, Alaska
WHEZ	WBUK Tri State Broadcasting Co., Portage, Mich.
	Existing FM's
KRKO-FM	KRKR Pacific Rim Broadcasters Inc., Fairbanks, Alaska
KXMG	KOPO Cactus Broadcasting Limited Partnership, Mama, Ariz.
WYFA	WWGA Bible Broadcasting Network Inc., Waynesboro, Ga.
KLTY	KJIM Statewide Broadcasting of Dallas Inc., Fort Worth

Summary of broadcasting
as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,479
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Grants

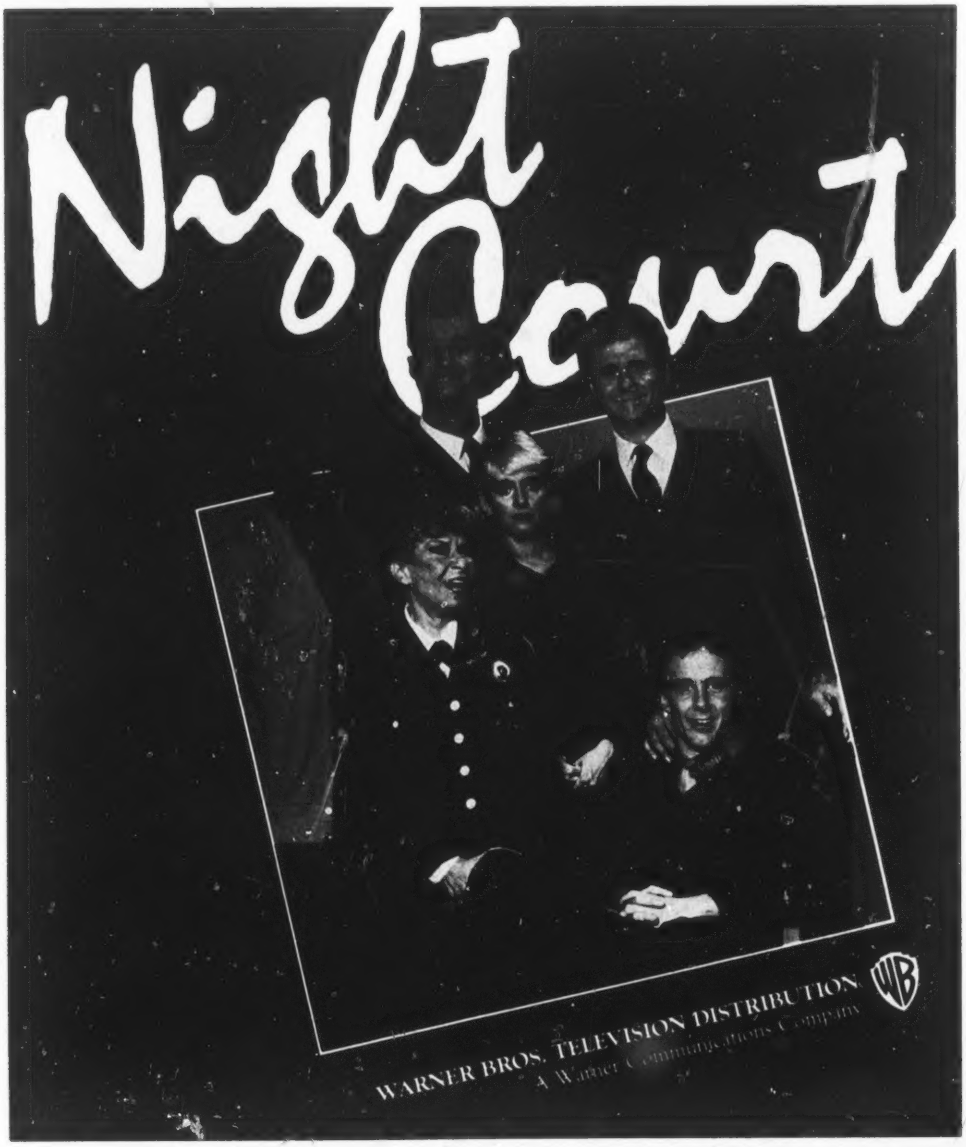
Call	Assigned to
	New AM
WWEE	Charles J. Wingate, Collierville, Tenn.
	New FM's
WWTM	DCS Radio Associates, Harbor Beach, Fla.
*WFTI-FM	St. Petersburg-Tampa Community Radio Inc., St. Petersburg, Fla.
*WYFS	Bible Broadcasting Network Inc., Savannah, Ga.
*KZRW	Idaho Educational Broadcasting Foundation, Payette, Idaho
*WOAL-FM	Alice Lloyd College, Pippa Passes, Ky.
KJKJ	KJ Radio Inc., Grand Forks, N.D.
*WCVV	Belpre Educational Broadcasting Foundation, Belpre, Ohio
*KKVO	Altus Educational Broadcasting Foundation, Altus, Okla.
*KEJC	Oklahoma Educational Broadcasting Foundation, Vinita, Okla.
*KJVS	Charity Educational Broadcasting Foundation, Baker, Ore.
*KCTJ	Great Plains Educational Broadcasting Trust, Mitchell, S.D.
*KACU	Abilene Christian University, Abilene, Tex.
*KDTD	Caprock Educational Broadcasting Foundation, Plainview, Tex.
KPRQ	Dart Inc., Price, Utah
*KJVH	Nathan Educational Broadcasting, Longview, Wash.
	Existing AM's
WEIZ	WDAK Radio Columbus Inc., Columbus, Ga.
WURS	WEZG Lorenz Broadcasting Corp., North Syracuse, N.Y.
WCGM	WDOZ Dove Inc., Maryville, Tenn.
KFNA	KAMA El Paso County Broadcasting Co., El Paso
KAMA	KEPB El Paso Hispanic Broadcasting Co., El Paso
	Existing FM's
WEIZ-FM	WEIZ Chattachooches Broadcasting Co., Phenix City, Ala.
KXMK	KUUL Madera Broadcasting Inc., Madera, Calif.
KAVS	KDOL-FM Golden Desert Broadcasting Corp., Mojave, Calif.
WSTF	WCKS Capitol Broadcasting Co., Cocoa Beach, Fla.
WXRK	WKTU Sagittarius Broadcasting Corp., New York
KNLT	KUJ-FM KUJ Limited Partnership, Walla Walla, Wash.

C1750 - VA

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 29


Night Court
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A Warner Communications Company

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54th Year 1985

Vol. 109 No. 5

Broadcasting Jul 29

The many reactions to must carry
Buyers for ABC-Capcities TV's
FCC approval for separate systems

MUST-CARRY FALLOUT ☐ Cable and broadcast industry officials spent last week assessing impact of appeals court must-carry decision. NAB's Fritts and INTV's Padden say full-scale fight to eliminate compulsory license will be part of response. Fritts also says NAB is considering options at appeals court and Supreme Court levels. **PAGE 23.** NCTA and CATA leaders, while applauding decision, question whether much will change in landscape. **PAGE 24.** Cable programers hail ruling, believing they will see greater carriage of their services. **PAGE 26.**

DOING BATTLE ☐ CBS and Turner Broadcasting square off in Atlanta courtroom. **PAGE 28.**

SATELLITE TALK ☐ FCC approves three companies for international satellite systems, with decision on two others deferred pending answers to further FCC questions. **PAGE 29.**

NEW SITCOM BATCH ☐ Syndicators readying four off-network situation comedies—*Webster, Night Court, Newhart* and *Silver Spoons*—for sale. **PAGE 34.**

SECOND HELPINGS ☐ Networks prepare midseason replacements for fall prime time schedule, with CBS having most in development. **PAGE 37.**

SECOND TIME AROUND ☐ Series and features from the programing past are being recreated today as made-for-TV movies, specials and series. **PAGE 40.**

NUMBER ONE ☐ ABC radio networks take the top two positions in RADAR 31. **PAGE 42.**

HAT IN RING ☐ Former HBO executive David Meister and STC executive Richard Galkin are putting together pay-per-view service. **PAGE 42.**

HITTING 100 MARK ☐ The number of television stations broadcasting in stereo has now reached 100. **PAGE 45.**

BACKING NTSC ☐ RCA Corp. mounts demonstration of NTSC system, saying improvements there are better than other proposed signal formats. **PAGE 48.**

LANDMARK MEETING ☐ October Intelsat meeting shaping up to be one of the most crucial in its history. **PAGE 49.**

WARC NEWS ☐ Reports circulate that chairman for WARC meeting has been chosen. **PAGE 52.**

ADVERTISING SALES ☐ As selling for fourth quarter draws to a close, it appears NBC will do better than expected; ABC and CBS a bit slower than anticipated. **PAGE 53.**

AT THE HELM ☐ Must-carry decision has already presented new NAB Chairman Ted Snider with his first challenge. Improvements in association's grass-roots lobbying are among his main concerns. **PAGE 56.**

GLOWING NUMBERS ☐ Registration for second joint radio convention running well ahead of last year. **PAGE 57.**

OUTTAKE DILEMMA ☐ Three broadcast networks and CNN weigh response to Justice Department request for footage from TWA hijacking. **PAGE 65.**

ADVANCING ☐ Selcom's president and CEO, Peter Moore, is leading a radio sales rep charge. **PAGE 87.**

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Lorimar and P&G's Down to Earth

1986, titled *One Big Family*. Produced by Witt-Thomas Productions, the sitcom will be about the generation gap between a grandfather and his grandchildren. Kenney said it will feature a "major television star," who he declined to identify, but sources said it's scheduled to be Danny Thomas. Kenney said a formal announcement probably would not be made until deals with some major station groups were firm.

Lorimar will also take over distribution of *It's a Living* from LBS when the sitcom becomes available for stripping later in the decade. "We anticipate delivering to stations 115 episodes for fall 1989," said Kenney of *It's a Living*. Kenney said of Lorimar's three syndicated half-hour plans: "This is a major move to broaden our library and become involved in the first-run sitcom area. There's a tremendous demand out there."

In response to the dearth of off-network sitcoms, some distributors are trying to launch weekly first-run half-hours that will, they hope, after several successful seasons be available for stations to strip on a Monday-through-Friday basis, either in the 6-8 p.m. block for independents or during early or late fringe time periods on affiliates. More than $75 million is being invested by program distributors to produce six different half-hour sitcoms for first-run distribution over the next two years. Although that is modest compared to what is spent by ABC, CBS and NBC to license comedies supplied by the studios, if the projects are successful, it could double the number of sitcoms available for stripping as early as 1988.

D.L. Taffner's Ted Knight Show

These projects include *Small Wonder*, which Metromedia Producers Corp. is producing for The New Program Group. To date MPC has distributed on a cash-plus-barter basis 22 episodes of *Small Wonder* on 65 stations—43 of them affiliates—representing 70% clearance of U.S. television households. However, the NPG consortium—which includes station groups Metromedia, Storer, Taft, Gannett and Hearst—represents

Baseball helps keep NBC's winning streak alive

The top two rated shows may have been quite different—the *Major League All-Star Game* and *The Miss Universe Pageant*—but the results were the same for the week ended July 21, with NBC winning the television prime time ratings race for the ninth consecutive time. The All-Star game (20.5/36), on NBC, barely edged the beauty pageant (20.3/35), on CBS, for the highest-rated show of the week.

NBC scored a 13.1 rating and a 25 share, with three of its six top 10 shows being regular series. CBS had a 12.3/23 for the week and ABC a 10.6/20.

In combined ratings, the networks were up 31% over the same week last year (from 27.4 to 36) and in combined share they were up 26%. The comparable week last year featured coverage of the Democratic national convention.

HUT levels for the week were also up, from 51.3 to 53.3, a 4% gain.

The only premiere of the week, *Rock 'n' Roll Summer Action*, on ABC (Wednesday, 8-9 p.m. NYT), scored an 8.8/17.

In nightly wins, NBC had four (Tuesday, Wednesday, Thursday and Friday), and CBS had three (Monday, Tuesday and Sunday). Tuesday (19.5/35) and Monday (17.6/32) were the two highest-rated nights.

- Monday saw CBS win every hour on the schedule, as the Miss Universe Pageant's lead-in, *Scarecrow and Mrs. King* (8-9 p.m. NYT), outperformed the competition, including NBC's *Comedy Salute to Baseball* (10.9/21).
- With the 11th ranked *All-Star Preview* (8-8:30 p.m. NYT), and the game itself, NBC took every time period on Tuesday. At 8-8:30, CBS ran a pilot, *Recovery Room* (7.5/14).
- Wednesday on NBC's regular schedule featured the fourth-ranked *Facts of Life* (16.3/30), and a pilot for a series that never aired, *No Complaints* (13.9/25), which ranked 15th.
- NBC's regular Thursday schedule showed its usual strength at 8-9 p.m. NYT, with the third-ranked *Cosby Show* and the fifth-ranked *Family Ties*. CBS took 9-10 p.m. NYT with *Simon and Simon* (15.3/27). ABC took 10-11 p.m. NYT with the ninth-ranked *20/20* (15/27). NBC took the night with a 14.7/27.
- Despite winning at 8-10 p.m. NYT, ABC could not pull off a nightly win on Friday, as NBC took the night with the lowest numbers of the week for a victory, 10.8/22. At 9-10 p.m. NYT, ABC's *Matt Houston* (9.5/15) could not compete with the sixth-ranked *Miami Vice* (NBC) (15.4/29). NBC's *Movie of the Week*, a repeat of "Saturn 3" (8-10 p.m. NYT), scored an 8.5/18.
- The *CBS Saturday Night Movie* (9-11 p.m. NYT), the two-hour pilot for *Cagney and Lacey* scored a 12.6/25 to give CBS the night.
- CBS took every time period to win Sunday with a 14.4/28. Featured in the win was the seventh-ranked *Crazy Like a Fox*. The *ABC Sunday Night Movie*, a repeat of "The Concorde: Airport '79," came in with a 13.3/25.

Rank	Show	Network	Rating/Share
1.	Baseball All-Star Game	NBC	20.5/36
2.	Miss Universe Pageant	CBS	20.3/35
3.	The Cosby Show	NBC	18.7/35
4.	Facts of Life	NBC	16.3/30
5.	Family Ties	NBC	16.2/32
6.	Miami Vice	NBC	15.4/29
7.	Crazy Like a Fox	CBS	15.4/27
8.	Simon & Simon	CBS	15.3/27
9.	20/20	ABC	15.0/27
10.	60 Minutes	CBS	14.8/32
11.	Baseball All-Star Pregame	NBC	14.8/30
12.	Cheers	NBC	14.6/28
13.	Highway to Heaven	NBC	14.0/28
14.	Trapper John, M.D.	CBS	14.0/28
15.	No Complaints	NBC	13.9/25
16.	Night Court	NBC	13.8/24
17.	Murder, She Wrote	CBS	13.6/27
18.	Concorde: Airport '79	ABC	13.3/25
19.	Who's the Boss?	ABC	13.2/23
20.	Scarecrow & Mrs. King	CBS	12.9/26
21.	Cagney & Lacey	CBS	12.8/25
22.	Poison Ivy	NBC	12.8/22
23.	MacGruder & Loud	ABC	12.8/22
24.	Hotel	ABC	12.6/23
25.	Barbara Walters Special	ABC	12.5/22
26.	Hill Street Blues	NBC	12.3/23
27.	Princess Daisy, pt. 1	NBC	12.0/22
28.	St. Elsewhere	NBC	12.0/21
29.	Hail to the Chief	ABC	11.6/20
30.	Knight Rider	NBC	11.4/22
31.	Mama's Family	NBC	11.4/22
32.	Piano for Mrs. Cimino	CBS	11.4/20
33.	Gimme A Break	NBC	11.3/23
34.	Benson	ABC	11.3/23
35.	Hotline	CBS	11.2/22
36.	Hunter	NBC	11.2/22
37.	Comedy Factory	ABC	11.1/23
38.	Night Hawk	ABC	11.0/19
39.	Comedy Salute to Baseball	NBC	10.9/21
40.	Webster	ABC	10.7/24
41.	Three's a Crowd	ABC	10.6/20
42.	Foulups, Bleeps & Blunders	ABC	10.3/19
43.	Excalibur	CBS	10.3/18
44.	It's Your Move	NBC	10.1/22
45.	People Do the Craziest Things	ABC	9.9/19
46.	Knots Landing	CBS	9.9/18
47.	Diff'rent Strokes	NBC	9.7/23
48.	E/R	CBS	9.7/19
49.	Charles in Charge	CBS	9.6/19
50.	Finder of Lost Loves	ABC	9.5/18
51.	Hardcastle & McCormick	ABC	9.3/18
52.	Magnum, P.I.	CBS	9.2/18
53.	T.J. Hooker	ABC	8.9/20
54.	Rock 'n' Roll Summer Action	ABC	8.8/17
55.	Love Boat	ABC	8.7/17
56.	Silver Spoons	NBC	8.6/18
57.	Saturn 3	NBC	8.5/18
58.	Matt Houston	ABC	8.2/15
59.	Airwolf	CBS	7.5/17
60.	Dukes of Hazzard	CBS	7.5/16
61.	Recovery Room	CBS	7.5/14
62.	The Goodbye Girl	ABC	7.5/14
63.	Punky Brewster	NBC	7.3/16
64.	Ripley's Believe It or Not	ABC	6.7/15

*indicates premiere episode

changes in ant. sys. App. July 23.

■ WYFL (92.5 mhz) Henderson, N.C.—Seeks CP to change ERP to 100 kw and change HAAT to 1,016.8 ft. App. July 22.

■ WKIT (102.5 mhz) Hendersonville, N.C.—Seeks CP to change TL; change HAAT to 1,607.2 ft., make changes in ant. sys. App. July 23.

■ WZYC-FM (103.3 mhz) Newport, N.C.—Seeks CP to change TL and change HAAT to 953 ft. App. July 22.

■ WFMA (100.7 mhz) Rocky Mount, N.C.—Seeks CP to change TL; change HAAT to 984 ft., and make changes in ant. sys. App. July 23.

■ WLVK (96.9 mhz) Statesville, N.C.—Seeks CP to change HAAT to 1,548 ft. App. July 23.

■ WKTC (104.3 mhz) Tarboro, N.C.—Seeks CP to change TL and make changes in ant. sys. App. July 23.

■ WTHP (98.3 mhz) Thomasville, N.C.—Seeks mod. of CP to change TL; change HAAT to 340.14 ft., and make changes in ant. sys. App. July 23.

■ WAKW (93.3 mhz) Cincinnati—Seeks CP to change ERP to 26 kw and change HAAT to 498.56 ft. App. July 19.

■ WDBN (94.9 mhz) Medina, Ohio—Seeks mod. of CP to change TL; change ERP to 26.3 kw, and change HAAT to 879.04 ft. App. July 19.

■ KYFM (100.1 mhz) Bartlesville, Okla.—Seeks CP to install aux. sys. App. July 18.

■ WIOQ (102.1 mhz) Philadelphia—Seeks CP to install aux. sys. App. July 19.

■ WPIT-FM (101.5 mhz) Pittsburgh—Seeks CP to change ERP to 47.5 mhz. App. July 19.

■ *KAUR (89.1 mhz) Sioux Falls, S.D.—Seeks mod. of CP to specify coordinates. App. July 19.

■ *WWLR (91.5 mhz) Lyndonville, Vt.—Seeks CP to change TL; change HAAT to minus 75 ft., and make changes in ant. sys. App. July 19.

■ KNBQ (97.3 mhz) Tacoma-Seattle, Wash.—Seeks CP to change TL and change HAAT to 1,690 ft. App. July 19.

■ WJZQ (95.1 mhz) Kenosha, Wis.—Seeks CP to change ERP to 50 kw. App. July 22.

■ WKKB (92.1 mhz) Manitowoc, Wis.—Seeks CP to change ERP to 1.69 kw and change HAAT to 419 ft. App. July 19.

■ WVCY (107.7 mhz) Milwaukee—Seeks CP to change TL; change ERP to 24 kw; change HAAT to 539 ft., and make changes in ant. sys. App. July 23.

■ WEKZ-FM (93.7 mhz) Monroe, Wis.—Seeks mod. of CP to change ERP to 38.3 kw and change HAAT to 581.4 ft. App. July 19.

■ WSBW (100.1 mhz— Sturgeon Bay, Wis.—Seeks CP to change ERP to .83 kw. App. July 19.

TV's

Accepted

■ WHBR (ch. 33) Pensacola, Fla.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw change HAAT to 1,365 ft. App. July 18.

■ WMFP (ch. 62) Lawrence, Mass.—Seeks MP to change ERP to vis. 3,200 kw, aur. 320 kw and change HAAT to 929 ft. App. July 18.

■ WEJC (ch. 20) Lexington, N.C.—Seeks MP to change ERP to vis. 4,616 kw, aur. 461.6 kw; change HAAT to 855 ft., and change TL. App. July 18.

■ KDOR (ch. 17) Bartlesville, Okla.—Seeks MP to change ERP to vis. 3,981 kw, aur. 398 kw; change HAAT to 1,247 ft.; replace ant., and change TL. App. July 18.

Actions

AM's

■ WKEA (1330 khz) Scottsboro, Ala.—Returned app. to add night service with 500 w; install DA-N, and make changes in ant. sys. Action July 12.

■ KTMS (1250 khz) Santa Barbara, Calif.—Granted app. to reduce DA-N standard pattern. Action July 16.

■ WADM (1540 khz) Decatur, Ind.—Granted app. to make changes in ant. sys. Action July 16.

■ WJIK (1580 khz) Camp Lejeune, N.C.—Granted app. to change freq. to 830 khz; change to DA-2; add night service with 2.5 kw; increase day power to 10 kw, and change TL. Action July 11.

■ WDIX (1150 khz) Orangeburg, S.C.—Dismissed app. to change remote control point to 2580 North Road, N.E., Orangeburg. Action July 18.

■ WQZQ (1600 khz) Lebanon, Tenn.—Granted app. to add night service with 500 w; increase day power to 5 kw; install DA-2; change freq. to 1200 khz, and change TL. Action July 12.

■ KXAM (1440 khz) Helotes, Tex.—Returned app. to increase power to 1 kw; change TL, and make changes in ant. sys. Action July 12.

FM's

■ KVMA-FM (107.9 mhz) Magnolia, Ark.—Granted app. to install new transmission sys. Action July 16.

■ *KKUP (91.5 mhz) Cupertino, Calif.—Granted app. to make engineering changes. Action July 15.

■ WGLV (97.7 mhz) Micanopy, Fla.—Granted app. to change TL. Action July 15.

■ WYAY (106.7 mzh) Gainesville, Ga.—Granted app. to change HAAT to 1,156 ft. Action July 15.

■ WJCL-FM (99.5 mzh) Savannah, Ga.—Granted app. to install new transmission sys. Action July 12.

■ KUUB (95.1 mhz) Bozeman, Mont.—Dismissed app. to change TL and change HAAT to 220 ft. Action July 11.

■ WGGN (97.7 mhz) Castalia, Ohio—Granted app. to change TL; change ERP to .355 kw, and change HAAT to 744 ft. Action July 15.

■ WRUT (97.1 mhz) Rutland, Vt.—Granted app. to change TL; change ERP to 1.150 kw, and change HAAT to 2,591.2 ft. Action July 1.

TV's

■ KCPM (ch. 24) Chico, Calif.—Granted app. to make changes in ant. sys. Action July 17.

■ WFTX (ch. 36) Cape Coral, Fla.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 987 ft.; replace ant., and change TL. Action July 16.

■ *KBIN-TV (ch. 32) Council Bluffs, Iowa—Granted app. to relocate main SL outside community of lic. Action July 16.

■ *KDIN-TV (ch. 11) Des Moines, Iowa—Granted app. to relocate main SL outside community of lic. Action July 16.

■ *KTIN-TV (ch. 21) Fort Dodge, Iowa—Granted app. to relocate main SL outside community of lic. Action July 15.

■ *KIIN (ch. 12) Iowa City—Granted app. to relocate main SL outside community of lic. Action July 16.

■ *KYIN (ch. 24) Mason City, Iowa—Granted app. to relocate main SL outside community of lic. Action July 15.

■ *KHIN (ch. 36) Red Oak, Iowa—Granted app. to relocate main SL outside community of lic. Action July 16.

■ *KSIN-TV (ch. 27) Sioux City, Iowa—Granted app. to relocate main SL outside community of lic. Action July 15.

■ *KRIN (ch. 32) Waterloo, Iowa—Granted app. to relocate main SL outside community of lic. Action July 15.

■ New (ch. 2) St. Joseph, Mo.—Granted app. to change ERP to vis. 100 kw, aur. 10 kw; change TL; change transmitter, and change HAAT to 2,000 ft. Action July 9.

■ KLTJ (ch. 49) Irving, Tex.—Granted app. to change HAAT to 365 ft.; change ERP to vis. 2,773 kw, aur. 277.3 kw, and change TL. Action July 17.

Summary of broadcasting as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Call Letters

Applications

Call	*Sought by*
	Existing AM's
WSFU	WACQ Helms Broadcasting, Carrville, Ala.
KRZZ	KAKZ New West Radio Inc., Wichita, Kan.
	Existing FM's
KRZZ-FM	KAKZ-FM New West Radio Inc., Wichita, Kan.
WTLT	WELP-FM American Communications of Greenville, South Carolina Inc., Easley, S.C.
	Existing TV
WNWO-TV	WDHO-TV Toledo Television Investors Limited Partnership, Toledo, Ohio

Grants

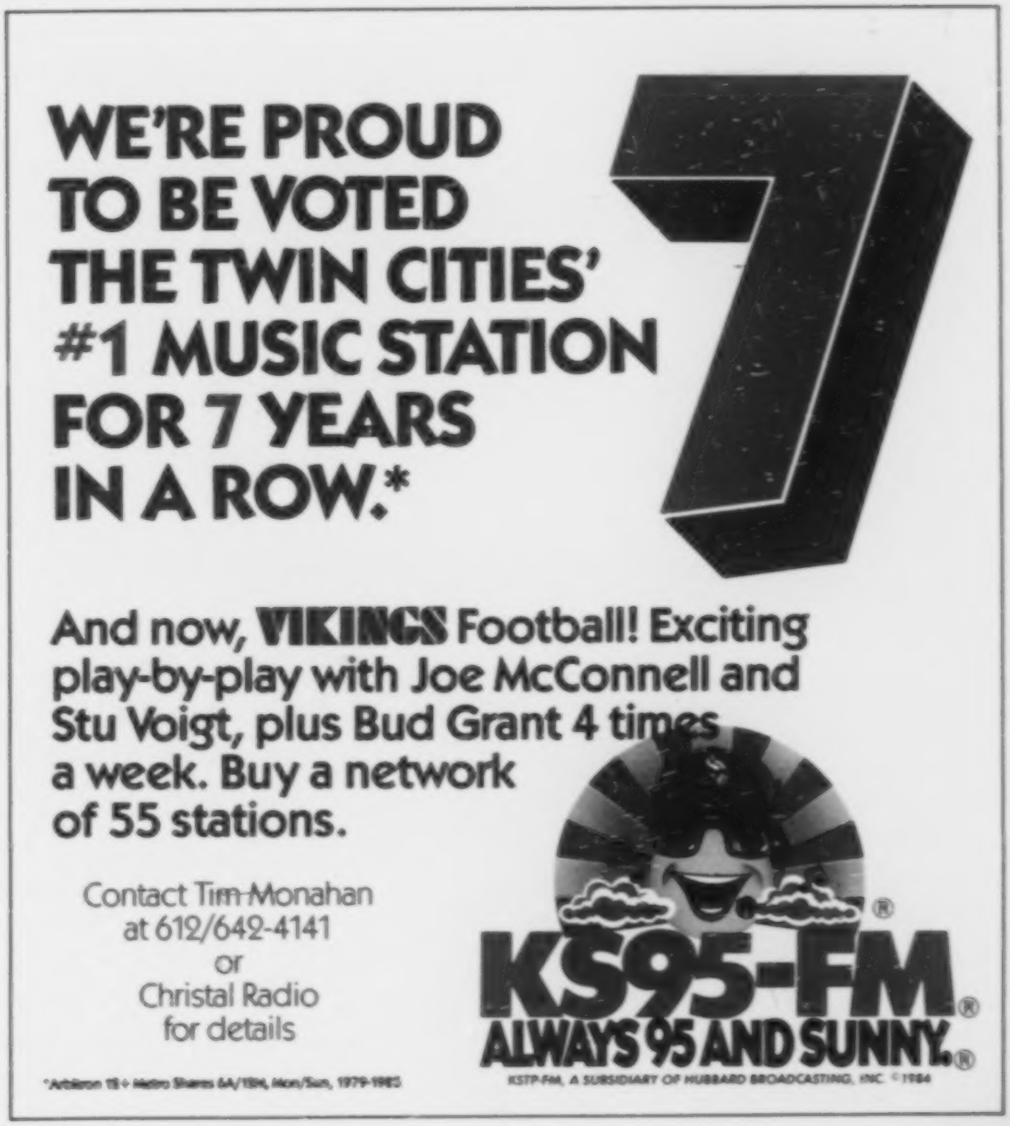
Call	*Assigned to*
	New AM's
KTOR	Five Cities Radio, Grover City, Calif.
WJOR	Raymon & Brenda Chandler, St. Joseph, Tenn.
	New FM's
WKRY	Radio Cayo Hueso, Key West, Fla.
WWTM	DCS Radio Associates, Harbor Beach, Mich.
	New TV's
KMOH-TV	Grand Canyon Television Co., Kingman, Ariz.
KNAG-TV	Grand Canyon Television Co., Gallup, N.M.
KIIU-TV	John R. Powley, Logan, Utah
	Existing AM's
KNNC	KEZL Par Broadcasting Co., Oceanside, Calif.
WBOP	WNVY Tri-Cities Broadcasting Co., Pensacola, Fla.
WCHZ	WBOP Pratt-Mark Communications, Pensacola, Fla.
KWOF	KLEU Michael Facciani Ministries Inc., Waterloo, Iowa
WTCN	WVLE Valley Broadcasting Corp., Stillwater, Minn.
KZUE	KCAN Magnolia Broadcasting Co., El Reno, Okla.
	Existing FM's
WZLI	WLET-FM Fever Broadcasting Group Ltd. II, Toccoa, Ga.
KBKC	KCMO-FM Summit Radio of Kansas City Inc., Kansas City, Mo.
WMLV	WITO Tri Radio Broadcasting Inc., Ironton, Ohio

C1750-1A

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 5



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20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

54th Year 1985

CBS becalms Turner

Takeover targets Evening News

Vol. 109 No. 6

Broadcasting ▪ Aug 5

CBS emerges victorious in takeover fight with Turner
Lear, Perenchio make hostile bid for Evening News Association
Storer board votes for KKR □ Football 1985

CBS VICTORY □ Actions from judge in Atlanta and FCC in Washington go against Turner in his bid for CBS. Network announces completion of stock buyback bid. **PAGE 23.**

HOSTILE BID □ Norman Lear and Jerry Perenchio make $1,000-per-share tender for 435,000 shares of closely held Evening News Association, whose principals say diversified media company is not for sale at any price. **PAGE 24.**

COMING UP A WINNER □ Storer board unanimously approves Kohlberg Kravis Roberts & Co. bid over Comcast proposal for purchase of Miami-based group owner and cable MSO. **PAGE 26.**

BACK AGAIN □ Tim Wirth introduces another children's television bill which would mandate educational programing for children. **PAGE 28.**

SUPER RADIO □ NRBA lifts trial balloon on gathering all radio association components under one roof. **PAGE 29.**

FOOTBALL 85 □ Rights payments by broadcasters and cablecasters reach $530 million for professional and college football. Ranks of syndicators in college arena have thinned somewhat, stemming from shakeout after NCAA decision last summer. Advertising rates for professional games show mild increase. **PAGE 33.**

FROM THE HILL □ House and Senate pass compromise bill on separate systems giving Intelsat qualified support for change in pricing system. **PAGE 42.**

BLUE FIGHT □ Senate committee holds hearing on Helms measure to curb "obscene" material on cable and telephone. **PAGE 46.**

BLAIR STUDY □ Report of rep agency sees television remaining in overall health in next few years. **PAGE 55.**

HIJACK HEARING □ Network coverage of TWA hijacking comes under scrutiny at House hearing. **PAGE 58.**

PANEL DISCUSSION □ ABC examines hijack coverage in *Viewpoint* program and finds critics suggesting room for improvement. **PAGE 61.**

RATINGS SUIT □ Independent KTZO(TV) San Francisco sues Arbitron and ABC, alleging "ratings distortion." **PAGE 64.**

SYRACUSE MEETING □ Ways to increase minority ownership and participation are explored at NAB/Broadcap conference. **PAGE 70.**

PRIME TIME RESCHEDULING □ WNET(TV) New York joins list of PBS stations moving *MacNeil/Lehrer NewsHour* to later time period. **PAGE 73.**

TO THE ALPS □ U.S. delegation to Space WARC heads to Geneva to begin discussion on allocation of international fixed satellite service spectrum. **PAGE 74.**

BALANCING ACTOR □ Calm amid controversy broadcast equipment designer Bob Orban considers his business an "exquisite compromise." **PAGE 95.**

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Engineers Broadcast Technology Society fall broadcast symposium. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 20-22—*Maine Association of Broadcasters* annual meeting. Sebasco Estates, Sebasco, Me.

Sept. 20-22—Economics II, conference for journalists, sponsored by *Foundation for American Communications.* Keystone Conference Center, Keystone, Colo.

Sept. 21-24—Intelevent '85, fourth annual telecommunications conference, sponsored by *Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey; E.F. Hutton; Peat, Marwick, Mitchell & Co.*, and *International Herald Tribune*, and produced by International Televent Inc. Speakers include Richard Butler, ITU; Richard Colino, Intelsat; Andrea Caruso, Eutelsat, and Mimi Dawson, FCC commissioner. Hotel Montfleury, Cannes, France. Information: (202) 857-4612.

Sept. 22—Presentation of *Academy of Television Arts and Sciences'* 37th annual prime time Emmy awards, on ABC-TV, originating from Pasadena Civic Auditorium, Pasadena, Calif.

■ **Sept. 24**—*International Radio and Television Society* newsmaker luncheon, with FCC Chairman Mark Fowler. Waldorf-Astoria, New York.

■ **Sept. 24**—*Cabletelevision Advertising Bureau* local advertising sales workshop. St. Louis Airport Marriott, St. Louis.

Sept. 25-27—*National Religious Broadcasters Association* Southeastern conference. Ritz Carlton, Atlanta.

Sept. 25-27—Great Lakes Cable Expo, sponsored by *cable TV associations of Indiana, Illinois, Ohio and Michigan.* Keynote speaker: Ed Allen, chairman, National Cable Television Association. Indianapolis Convention Center and Hoosier Dome.

■ **Sept. 26**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Cleveland Airport Marriott, Cleveland.

Sept. 26-28—International Mobile Communications Show and Conference, sponsored by *Electronic Industries Association.* Washington Convention Center, Washington.

Sept. 26-29—Southeast area conference of *American Women in Radio and Television.* Ritz Carlton Buckhead, Atlanta.

■ **Sept. 27-29**—*North Dakota Broadcasters Association* annual convention. Sheraton-Galleria hotel, Bismarck, N.D.

■ **Sept. 28-Oct. 1**—*Texas Association of Broadcasters* radio-TV engineering conference/fall convention (management conference). Registry hotel, Dallas.

Sept. 29-Oct. 1—*Minnesota Broadcasters Association* fall convention. Holiday Inn, Winona, Minn.

Sept. 29-Oct. 1—*Washington State Association of Broadcasters* fall meeting. Sheraton Inn, Tacoma, Wash.

■ **Sept. 29-Oct. 1**—*New Jersey Broadcasters Association* 39th annual convention. Golden Nugget casino hotel, Atlantic City, N.J.

Sept. 29-Oct. 2—*National Association of Telecommunications Officers and Advisers* annual conference. Park Terrace Airport Hilton, St. Louis. Information: (202) 626-3250.

Sept. 30—Deadline for entries for 1986 *Ohio State Awards* for programs broadcast from July 1, 1984, through June 30, 1985. Information: (614) 422-0185.

Sept. 30-Oct. 3—Sixth annual Nebraska Videodisk Symposium, sponsored by *University of Nebraska-Lincoln's Nebraska Videodisk Design/Production Group.* Nebraska Center for Continuing Education and Cornhusker Center on campus of University of Nebraska, Lincoln, Neb. Information: (402) 472-3611.

October

Oct. 1—Deadline for applications for Jefferson Fellowship program of *East-West Center*, for experienced news editors, writers and broadcasters to study Pacific Basin news issues. East-West Center, Honolulu. Information: (808) 944-7204.

Oct. 2-4—Careers conference, sponsored by *Institute of Electrical and Electronics Engineers* and *United States Activities Board.* Royal Sonesta hotel, Boston. Information: (202) 785-0017.

Oct. 4-6—*American Women in Radio and Television, South Central area*, conference. Park Suite, Oklahoma City.

Oct. 6-8—*Pennsylvania Association of Broadcasters* fall convention. Sheraton Station Square hotel, Pittsburgh.

Oct. 6-8—*Kentucky CATV Association* annual fall convention. Capital Plaza hotel, Frankfort, Ky.

Oct. 6-8—*North Carolina Association of Broadcasters* annual convention. Winston Plaza, Winston-Salem, N.C.

Oct. 6-9—*National Broadcast Association for Community Affairs* meeting. Albuquerque Marriott, Albuquerque, N.M.

Oct. 8-12—*MIPCOM '85*, international film and program market for television, video, cable and satellite. Cannes, France. Information: David Jacobs, Perard Associates, (516) 364-3686.

Oct. 9-11—*National Religious Broadcasters* Midwest regional conference, "Building Relationships." Holiday Inn-Chicago City Center, Chicago. Information: (312) 668-5300.

■ **Oct. 10**—*International Radio and Television Society* "Broadcaster of the Year" luncheon, honoring ABC's Ted Koppel. Waldorf-Astoria, New York.

■ **Oct. 10**—*Connecticut Broadcasters Association* annual meeting and fall convention. Parkview Hilton, Hartford, Conn.

Oct. 10-11—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Marriott Copley Place, Boston.

Oct. 10-12—Western area conference of *American Women in Radio and Television.* Rainbow hotel, Great Falls, Mont.

Oct. 10-13—*National Black Media Coalition* 12th annual media conference. Shoreham hotel, Washington.

Errata

Al Fetch, VP and general manager, WYRK(FM) Buffalo, N.Y., **joins** WVKO(AM)-WSNY(FM) **Columbus, Ohio,** as VP and general manager. Stations were incorrectly identified as New York in "Fates & Fortunes," July 29.

◆

Capsule on **Concept Productions** in syndicators' section of radio special report in July 22 issue should have said that Concept **provides stations with up to 15 minutes,** not 50 minutes, **of customized material per week per announcer.** Also, rates for small markets begin at $490, not $450.

◆

Western Union's **Westar III satellite has 12 C-band transponders,** not 24, as indicated in chart accompanying July 8 "Special Report" on satellites.

◆

National Association of Broadcasters did not recommend FCC approve **Ad Audit TV commercial coding system,** as reported in July 22 "In Sync" item. NAB **asked commission, if it did authorize service, to maintain licensee control over and restrict signal segment used for coding.**

◆

Figures supplied by **National Radio Broadcasters Association** in last week's story (July 29) about Radio '85 Management and Programing Convention were incorrect. There is about **33,000 square feet of exhibit floor space**, not 311,000.

Oct. 11—Fourteenth annual "CSU Broadcast Day," *Colorado State University.* Overall theme: "Radio-Television and Politics." Luncheon speaker: former President Gerald R. Ford. Information: Dr. Robert K. MacLauchlin, department of speech communication, CSU, (303) 491-6140.

Oct. 11-12—*Friends of Old Time Radio* 10th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 11-13—*Illinois News Broadcasters Association* fall meeting. Chancellor Inn, Champaign, Ill.

Oct. 13-15—*Women in Cable* national management skills conference. "Managing a Maturing Business." Westin hotel, Denver.

Oct. 13-15—*Nevada Broadcasters Association* annual convention. Alexis Park hotel, Las Vegas.

Oct. 13-15—*National Religious Broadcasters Association* Southwestern regional convention. Holidome, Irving, Tex.

Oct. 13-16—*Women in Cable* fourth national management conference, "Managing a Maturing Business," in conjunction with *Denver University*, featuring "cable case studies." Westin Tabor Center hotel, Denver. Information: (202) 296-7245.

Oct. 15-17—Seventh annual Satellite Communications Users Conference. Louisiana Superdome, New Orleans.

Oct. 16-18—*International Music Video Festival.* The Kensington Rainbow, London. Information: (212) 245-4580.

Oct. 16-19—*American Association of Advertising Agencies* Western region convention. Hyatt Regency Monterey, Monterey, Calif.

Oct. 17-18—*Society of Broadcast Engineers, Pittsburgh chapter*, 12th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 17-20—*American Women in Radio and Television* Northeast area conference. Ramada Renaissance, Washington.

Oct. 18—*Radio-Television News Directors Association* region 12 meeting with region one, Society of Professional Journalists/Sigma Delta Chi. Sheraton Center, New York.

Oct. 18-20—Economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Chicago Tribune.* Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

Oct. 20-23—American Children's Television Festival, being held for first time by *Central Educational Network* and *noncommercial WTTW-TV Chicago.* Drake hotel, Chicago. Information: (312) 545-7500.

Oct. 21-24—Computer graphics show, sponsored by *National Computer Graphics Association.* Georgia World Congress Center, Atlanta.

Oct. 22-24—*Mid-America Cable TV Association* annual convention. Vista International, Kansas City, Mo.

Oct. 22-24—*New York State Broadcasters Association* 31st annual meeting. Americana Inn, Albany, N.Y.

Oct. 22-24—*Ohio Association of Broadcasters* fall convention. Hyatt on Capitol Square, Columbus, Ohio.

Oct. 22-26—*Southern Educational Communications Association* conference of regional public broadcasters. Excelsior hotel, Little Rock, Ark. Information: (803) 799-5517.

■ **Oct. 23-25**—*National Religious Broadcasters Association* Eastern area conference. Philadelphia Airport Marriott, Philadelphia.

Oct. 27-Nov. 1—*Society of Motion Picture and Television Engineers* 127th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

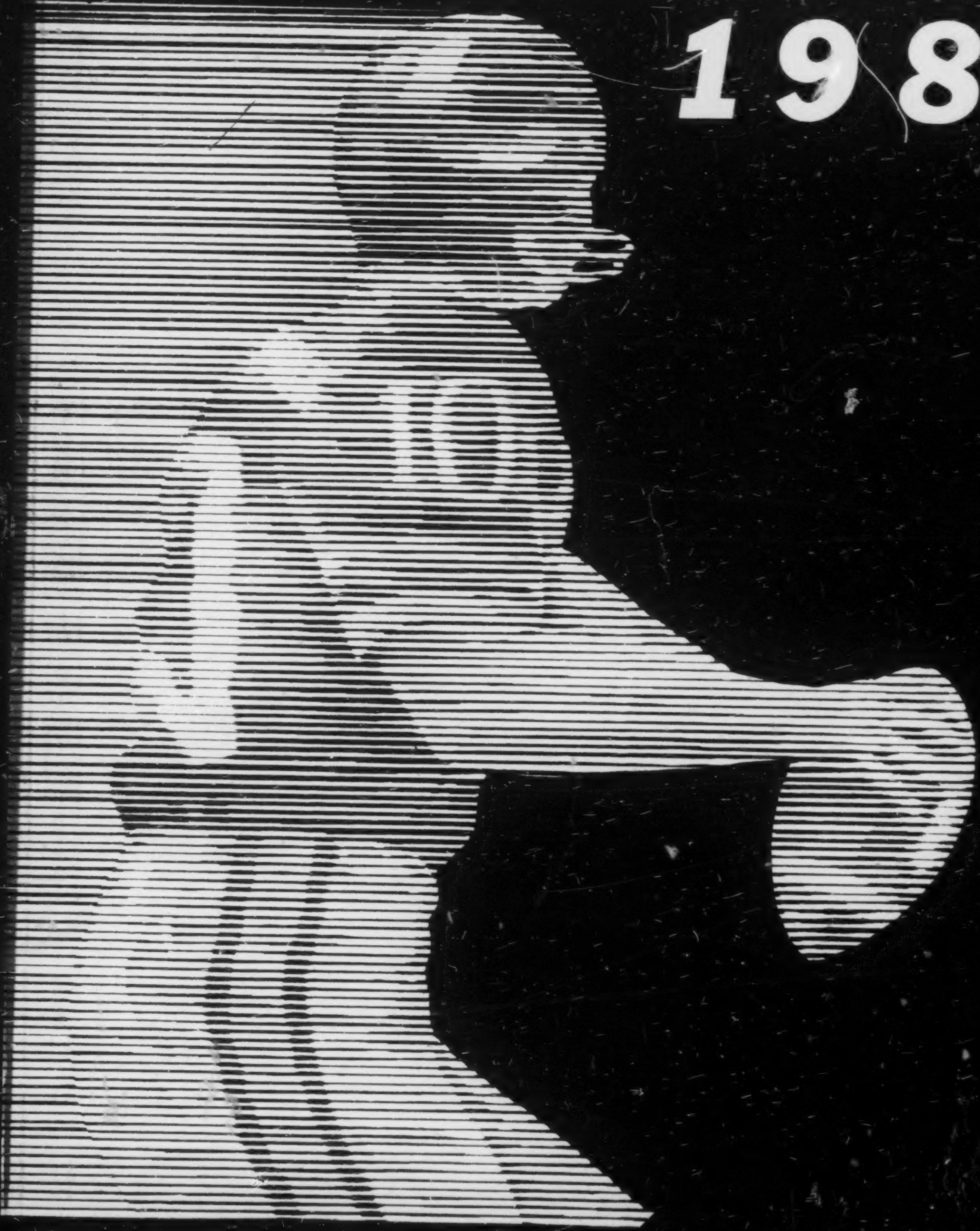
Oct. 30-Nov. 1—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meeting. Marriott Copley Place, Boston.

November

■ **Nov. 1**—Deadline for nominations for Golden Anniversary Director's Awards, under aegis of Ohio State Awards, sponsored by *Ohio State University's Institute for Education by Radio-Television.* Information: (614) 422-0185.

FOOTBALL

1985



Football rights in 1985 hit $530 million

That's the figure networks, local broadcasters and cable programers will pay for airing college and professional football in 1985, an increase of 6% over 1984, when payments were $501 million

Rights fees that broadcasters will pay this year for coverage of college and professional football are on the increase again, rising 6%, to $530 million, compared to 1984. Last year the networks (including cable) and local outlets paid $501 million, a figure that had dipped below 1983's $536.6 million. The drop was primarily because of the disarray in college football after last summer's Supreme Court decision nullifying the National Collegiate Athletic Association's contract with the networks. (This year's figures, however, do not include preseason television coverage of the Los Angeles Rams, which had not signed a rights package by press time. The figures also omit rights, probably totaling under $5 million, for some of the smaller college football attractions put together by small syndicators.)

For local coverage of the National Football League, broadcasters fees for radio are up 32% from last year's figure of more than $14.7 million, to nearly $19.6 million. Local television rights for preseason games are up 31%, to more than $5.33 million.

The three television networks are in the fourth year of a five-year, $2.2-billion deal with the NFL. Their payment is up 8%, from last year's $415 million to $450 million. ABC pays the most, about $160 million, while the CBS rights share comes to roughly $150 million, and NBC's to about $140 million.

Rates for advertising, on average, are up 5% to 10% over last year, although there have been some declines in certain categories. In the words of one buyer of commercial time, while the NFL schedule still represents a good buy, the approaching football season is being called neither a buyer's nor a seller's market. While the networks are said not to be adhering to rate cards strictly, the NFL is recognized as one of the best ways of reaching the male sports audiences.

The United States Football League is planning to change from a spring-summer schedule to a fall schedule in 1986, assuming it is still in business. Rights for the 1986 season have not been determined. ABC paid $9 million and $14 million, respectively, for USFL rights for the spring seasons in 1984 and 1985. ESPN paid $5.5 million in 1984. Its 1985 payment was the first year of a new three-year deal valued at $71 million.

On the college television front, CBS is paying $12 million for a package of Big 10, Pac 10 and Atlantic Coast Conference games, as well as selected other college games. Last year CBS paid $10 million for its coverage of the Big 10 and Pac 10. ABC is paying $15.5 million for a package of College Football Association games. Last year ABC paid $12 million for its CFA schedule. ESPN's rights fee for its schedule of CFA and smaller NCAA school contests comes to $12.5 million, and Turner Broadcasting System's rights fee for a 40-game schedule of Pac 10, Big 10 and Southeastern Conference games comes to about $7.5 million.

College football rights return to normal after last season's turmoil produced by NCAA decision; number of syndicators, and games available, have fallen off; advertising prices on the pro front continue to increase, with 30-second Super Bowl prices running $550,000

The football television rights picture for college has stabilized considerably this year as teams enter their second season without a NCAA pact, struck down by the U.S. Supreme Court in June 1984. The price of stability has been a shakeout of significant proportions, however, on the syndication level, where there are both fewer syndicators and fewer games in syndication than a year ago.

The networks, including CBS, ABC, ESPN and Turner Broadcasting System, and dominant football schools and conferences appear to be faring best in the post-NCAA era. CBS and ABC, for example, were to have paid between $33 and $34 million apiece in rights fees for their 1984 and 1985 NCAA football packages, while ESPN would have paid about $17 million for its supplementary package. With the voiding of those pacts, however, the three will pay substantially less both this year and next. CBS signed a two-year pact covering 1985 and 1986 for a package of Big 10-Pacific 10 games and will pay $18 million. Over the two years, CBS will broadcast 28 or 30 Big 10-Pac 10 contests. In 1984 it paid a little more than $9 million for a similar one-year package. The total CBS college football package will consist of 20 or 21 games for the 1985 season. The network is also paying $3.5 million for a two-year ACC package, which some have described as the "classic example" of what the Supreme Court intended when it voided the NCAA pact. Last year, as a conference participating in the CFA agreement with ABC and ESPN, the ACC received only $400,000. Thus, dealing for itself, it was able to quadruple its take in a year.

That deal over time, however, will likely prove to be an exception to the norm—there is only so much room in the network schedules and it is a safe bet they will continue to pursue rights of only the handful of conferences and independent schools that constitute the cream of the crop in college football. And according to Neal Pilson, group executive vice president at CBS/Broadcast Group, that is the way it has been and will continue to be. "Not that many small schools participated under the NCAA plan," he said. "The fact is the average small school didn't get much money under the old plan and isn't getting much money under the new plan either."

ABC and ESPN renegotiated with the CFA for a two-year package that will see ABC pay $31 million to broadcast a minimum of 21 games each year, while ESPN will pay $24 million to cablecast 17 games each season. ABC paid $12 million for 20 games and ESPN paid $9.3 million for 15 games in the 1984 season. This season, CBS and ABC will compete more directly in the late afternoon time period. Last season, CBS had more games with a noon or 12:30 p.m. start time. ESPN will carry its CFA package in prime time on Saturday evenings beginning Aug. 31. In addition, ESPN has picked up a five-game Thursday-night package (which will complement the special Thursday night games carried by ABC) featuring some of the smaller NCAA schools that normally do not receive much broadcast coverage. ESPN is also carrying two bowl games, the California, in conjunction with rights-holder Mizlou, and Yokohama bowls.

Turner Broadcasting System has put together a three-package, 40-game schedule of college football, which Rex Lardner, director of sports programing for TBS, describes as the most extensive of any network this year. WTBS, the superstation, will go head to head with ESPN in prime time on Saturdays with a package that will include games of the Big 10, Pacific 10, ACC and independents. That package will also be syndicated to broadcast stations nationally. In the early Saturday afternoon time period, WTBS will carry a package of Southeastern Conference games. In addition, TBS will syndicate an 11-game package of Big 10 games for Saturday afternoon carriage, none of which will be carried on the superstation. The total rights payments by TBS to the schools involved in its 1985 football coverage are estimated to be in the $7-million or $8-million range.

The USA Network is also carrying a package of 12 live regular-season games this year. Nine of the games are cablecasts of the syndicated broadcasts of Telstar Communications, headed by Fred Botwinik, former head of Katz Sports, which was acquired by Raycom earlier this year. Telstar is syndicating a 12-game Eastern regional broadcast package of four teams—Syracuse, Pittsburgh, Boston College and Notre Dame. Telstar is also syndicating three Notre Dame games, nationally, with expected coverage of about 70% of the country, according to Botwinik. USA will also broadcast six bowl games, three through an arrangement with Mizlou, which has the rights to the Cherry Bowl (Dec. 21), the Independent Bowl, and the Senior Bowl (Jan. 18), and three through an arrangement with Lorimar, which has the rights to the Holiday (Dec. 22), Bluebonnet (Dec. 31) and Freedom (Dec. 30) bowls. The Lorimar Sports Network has only the right to those three bowls, but plans to get involved in syndicated football on the college level "in a big way" in future seasons, according to Mark Solomon, an LSN executive. Most of its activity this year will be in basketball.

Jefferson Pilot Teleproductions is syndicating a package of 13 ACC games to broadcasters. The package will also be seen on the Madison Square Gardern cable network.

Last year's syndication market for college football was, by most accounts, a trying one. Most of the syndicators lost money and several, that promised rights fees that they could not pay because they overestimated viewer and advertiser demand, did not survive. At least three of last year's football syndicators are no longer in that business. Katz Sports was absorbed by Raycom, which this year is producing an 11-game Southwest Conference package, an 11-game Big Eight package, the Aug. 29 Kickoff Classic at the Meadowlands Stadium in Rutherford, N.J., and the Liberty Bowl (Dec. 27). Two others that dropped out of the football syndication business are being sued for nonpayment of rights by the schools that did business with them—TCS/Metrosports, New Kensington, Pa., and the Nashville-based SportsView. One new company came on the scene. Fred Botwinik, the former president of Katz Sports, created his own company, Telstar Telecommunications Inc. (see above).

The experience last year of some major schools in the syndication market was so bad that they have opted not to participate in syndication this season. In fact, two entire major conferences are forgoing the syndication market this year—the Pac 10 and the Western Athletic Conferences. The Pac 10 last year had a syndication deal with TCS/Metrosports. In retrospect, said John McCasey, assistant director of the Pac 10, the conference's experience with TCS/Metrosports, "turned out to be a nightmare." An initial agreement called for the syndicator to pay the Pac 10 $4 million for the rights to a package of 1984 games. But just before the season began, the company came back and forced the conference to accept $3 million or face the possibility of having no deal at all. At that point, the conference obtained letters of bank credit guaranteeing $2.5 million of the $3 million in rights fees owed. The syndicator ended up defaulting, not only on the $3 million owed for football rights, but also on a $1-million basketball rights agreement. The conference has sued the syndicator for $500,000 not guaranteed by banks for the football payments as well as for the $1 million owed for the basketball contract. TCS/Metrosports declined to return several calls placed for comment.

But those problems aside, McCasey said, it is the conference's belief that "the proliferation of games is driving prices down. We've decided to take a step and cut back," in the hope that if a few others follow the lead the rights value may climb back to a premium. "We figure it's worth a try." McCasey declined to say exactly how much the Pac 10 was being paid for its participation in the CBS and TBS packages, but one source with knowledge of the agreements said the conference would receive a little more than $14 million over two years. On an annual basis, that is about equal to the slightly more than $7 million the conference received in 1983, the last year under the NCAA pact. This year, 10 to 12 Pac 10 games will be seen on television, compared to 21 last year, and 11 in 1983.

The Big 10, by comparison, will receive about $18 million, sources confirm, for its two-year pacts with CBS and TBS. That is the highest rights fee obtained in the current market by any conference, and more than the Big 10 ever realized on an annual basis under the NCAA pacts. But to get it, the Big 10 will expose 16 or 17 games a season, 11 Saturday afternoon games and five or six prime time games. Despite the fact that the conference is faring well under the new television agreements, the Big 10 and other major groups favored the NCAA plan. "The basic issue," said Big 10 commissioner Wayne Duke, is whether the added television exposure for college football will hurt game attendance. The answer remains to be seen, although at Big 10 schools, said Duke, while overall ticket sales for the coming season are ahead of last year, season ticket sales are off. The Big 10 is also suing a syndicator it used last year (after its initial deal with TCS/Metrosports fell through). Sportsview, the now defunct Nashville firm, partially defaulted on a rights payment. Duke declined to say how much was left unpaid, or how much the conference was suing Sportsview for.

The Western Athletic Conference also decided not to sign an agreement for a package of syndication games this season, although it had offers from both KUTV(TV) and KSL-TV, both Salt Lake City, and Curt Gowdy Sports. According to conference commissioner Joe Kearny, the member schools felt the early start times that would have been forced on the schools playing in the syndication package (noon) would have hurt game attendance. He said that some members may do their own local television deals. The WAC has lost money under the new television arrangements. In 1983 it earned $2.9 million, but last year, participating in the CFA plan, it earned about $2 million. This year's revenues are hard to determine at this point, said Kearny, but it is believed the conference and its schools should take in a minimum $2.3 million.

- ABC-TV was scheduled to begin its NFL schedule on Aug. 3 with the Hall of Fame Game, with its lineup of Frank Gifford, and two Hall-of-Fame inductees, O.J. Simpson and newcomer Joe Namath. Spots for the Hall of Fame Game were selling at $35,000 per 30 seconds. Two preseason games, Aug. 19 and Aug 26, will include $75,000 30's. Spots in the regular *Monday Night Football* lineup of 16 games will sell at $175,000 per 30, down from last year's price of $185,000. There will be five football broadcasts on Thursday, Friday and Sunday this year, with spot prices being a reported $10,000 to $15,000 lower than Monday-night spots. ABC has not reached a final decision on whether to begin non-Monday night games an hour earlier at 8 p.m. NYT.

On the college front, 30-second spots on the CFA schedule open at $45,000. The Gator Bowl (Dec. 30) and the Sugar Bowl (Jan. 1) will be priced at $65,000 and $110,000 per 30-second spot, respectively.

According to J. Larre Barrett, vice president of sales, ABC Sports, the *Monday Night* schedule is 50% sold. With the first games already sold out, he said he expects the entire schedule to be 90% sold going into the first game. But in characterizing the current mood of the advertising market, Barrett would not lean in any direction: "It's not a seller's market, but it's not a buyer's market either." Barrett mentioned that sales for the World Series on ABC, which he said is now 65% sold, influence sales for early-season football because they "take money out of the overall sports marketplace."

- At NBC-TV, a spokesman said the network is selling spots for the Super Bowl at $550,000, up from $500,000 last year, when ABC carried the game. NBC's schedule begins with preseason games on Aug. 14, Aug. 24 and Aug. 30, with the last two being in prime time. The network will carry 99 regular season games, as well as the four AFC post-season playoff games and championship, and the Super Bowl.

NBC's schedule is 45% sold out, with 25% of the schedule's sales coming during the third week of July. While last year's regular-season price increases were up 12.5%, prices this year are said to be up only 7% to 10%. The price of a 30-second spot during regular-season AFC games is up from last year's $135,000 to the $144,000-to-$148,000 range. Playoff prices have reportedly dropped, however, from last year's $225,000 to $200,000 this year, as has the price of the AFC championship game, down from $275,000 to $250,000.

- The CBS NFL schedule of 105 games, including NFC playoff and championship games, begins Sept. 8. It will be preceded by three preseason games—Aug. 17, 24 and 31. It is believed prices for NFL games will rise 5% to 9% over last year, putting them in the $162,000-to-$168,000 range. Last year's increases were up 12% to 15%. The price of a 30-second spot during an NFC playoff game is reportedly $215,000 and $250,000 for the championship game. Prices for the network's schedule of Big 10, Pac 10, ACC and other college football games are undetermined as of yet. The college schedule begins Sept. 14.

- NBC Radio captured the NFL radio broadcast rights package this year from CBS, which had it for seven consecutive years. NBC signed a two-year deal last March for a reported $11 million. The agreement calls for NBC to air 37 games—27 regular-season games including 16 Monday night contests and 10 post-season games highlighted by the Super Bowl. The first game is slated for Monday night, Sept. 9, when the Washington Redskins visit the Dallas Cowboys.

NBC Radio Network Vice President and General Manager Steve Soule said he expects a minimum lineup of 250 affiliates for NFL football. Soule noted that NBC has already cleared the top 25 markets, which include all the NBC owned-and-operated AM stations, as well as outlets in 46 of the top 50 markets and 86 of the top 100. The NFL package is also being offered to affiliates of the Dallas Cowboys radio network through an agreement with the Texas State Network. Soule said NBC is pursuing similar agreements with other regional football networks.

Major advertisers who have already signed for NBC's NFL football are: Anheuser-Busch, Big A Auto Parts and Prestone antifreeze. Many accounts are still pending due at least in part, according to Soule, to the finalization of their commitments to the television packages. Industry sources say the average cost of 30-second

Local radio's pre- and regular-season NFL coverage

AFC East

Team	*Originator*	*Regional network; games scheduled; rights holder*
Buffalo Bills	WBEN(AM) Buffalo, N.Y.	Reg. net of 10; four preseason and 16 regular season games; station holds rights.
Indianapolis Colts	WIBC(AM) Indianapolis	Reg. net of 16; four preseason and 16 regular season games; station holds rights.
Miami Dolphins	WIOD(AM) Miami	Regional network of approximately 30 stations for WIOD (no regional Spanish network); four preseason and 16 regular season games. WIOD holds both Spanish and English radio rights.
	WQBA(AM) Miami (Spanish)	
New England Patriots	WEEI(AM) Boston	Reg. net. of 32; four preseason and 16 regular season games; station holds rights.
New York Jets	WABC(AM) New York	Station will carry two preseason and 11 regular season games. Due to conflict in early part of season with New York Yankees baseball, which it also carries, station has assigned two preseason and five regular season games to WMCA New York; WABC holds rights.

AFC Central

Team	*Originator*	*Regional network; games scheduled; rights holder*
Cincinnati Bengals	WKRC(AM) Cincinnati	Reg. net of 40 to 50 stations; four preseason and 16 regular season games; station holds rights.
Cleveland Browns	WWWE(AM) Cleveland	Reg. net of about 25 stations; four preseason and 16 regular season games; games will be simulcast of co-owned WDOK(FM); station holds rights.
Houston Oilers	KODA(FM) Houston	KODA Oilers Radio Network of 35 stations; five preseason and 16 regular season games; KODA and parent, Westinghouse, hold rights.
Pittsburgh Steelers	WTAE(AM) Pittsburgh WHTX(FM) Pittsburgh	Four preseason and 16 regular season games; station holds rights

AFC West

Team	*Originator*	*Regional network; games scheduled; rights holder*
Denver Broncos	KOA(AM) Denver	Reg. net of about 60 stations; four preseason and 16 regular season games; station holds rights.
Kansas City Chiefs	KCMO(AM) Kansas City	Reg. net. of 50 stations; four preseason and 16 regular games; station holds rights.
Los Angeles Raiders	KRLA(AM) Pasadena	Reg. net. of 25 for KRLA and reg. net. of six for KTNQ; four games preseason, 16 games regular season each; Bob Speck Productions, Los Angeles, holds rights.
	KMEX(AM) Los Angeles (Spanish)	
San Diego Chargers	KLZZ(AM) San Diego	Four preseason and 16 regular season games; station holds rights.
Seattle Seahawks	KIRO(AM) Seattle	Reg. net of 55; four preseason games and 16 regular season games; station holds rights.

NFC East

Team	*Originator*	*Regional network; games scheduled; rights holder*
Dallas Cowboys	KRLD(AM) Dallas	Texas State Network of 175 stations; Spanish network of 20 stations; four preseason and 16 regular season games; station holds rights.
New York Giants	WNEW(AM) New York	Reg. net of 25 to 30; four preseason and 16 regular season games; station holds rights with Connecticut Radio Network handling net sales.
Philadelphia Eagles	WIP(AM) Philadelphia	Reg. net of 27, with four preseason and 16 regular games; station holds rights with Sportsnet handling net.
St. Louis Cardinals	KMOX(AM) St. Louis	Reg. net of 50 stations; four preseason and 16 regular season games, station holds rights.
Washington Redskins	WMAL(AM) Washington	Reg. net of about 100 stations; four preseason and 16 regular season games; station holds rights.

Chart continues on page 36

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NFC Central

Team	*Originator*	*Regional network; games scheduled; rights holder*
Chicago Bears	WGN(AM) Chicago	Tribune Radio Networks—35 stations; four preseason and 16 regular season games; station holds rights.
Detroit Lions	WJR(AM) Detroit	Reg. net of 38; four preseason and 16 regular season games; station holds rights.
Green Bay Packers	WTMJ(AM) Milwaukee	Reg. net of 35 stations; four preseason and 16 regular season games; station holds rights.
Minnesota Vikings	KSTP-FM Minneapolis-St. Paul	Reg. net of 56; four preseason and 16 regular season contests; station holds rights.
Tampa Bay Buccaneers	WSUN(AM) Tampa-St. Petersburg	Reg. net of 21; four preseason and 16 regular season games; Taft Broadcasting holds rights; CBS will hold rights after transfer.

NFC West

Team	*Originator*	*Regional network; games scheduled; rights holder*
Atlanta Falcons	WSB(AM) Atlanta	Regional network of about 65 stations; four preseason and 16 regular season games; team holds rights.
Los Angeles Rams	KMPC(AM) Los Angeles	Reg. net of 23 stations for KMPC; no Spanish-language network; KMPC holds radio rights, and will produce four preseason and 16 regular season games. Station also produces Spanish broadcast for which it buys time to carry on KLVE.
	KLVE(AM) Los Angeles (Spanish)	
New Orleans Saints	WWL(AM) New Orleans	Reg. net of 33; four preseason and 16 regular season games; station holds rights.
San Francisco 49ers	KCBS(AM) San Francisco	Reg. net of 17; four preseason and 16 regular season. Station holds rights.

spots hovers in the $7,000 range.

The "primary" announcing team for NBC's coverage will be NBC sportscasters Don Criqui and Bob Trumphy. The second team will be composed of sportscaster Mel Proctor, the current radio voice of the New Jersey Nets, and former NFL player Dave Rowe. Soule said NBC sportscaster Bob Costas will handled the pre-game show, which will air about 10 minutes before game time, and a half-time program. Meanwhile, Trumphy will host a post-game, call-in show titled *NFL Live*. The program will be one hour in length, except after several post-season games when it will be extended to two hours.

NBC will also air five college bowl games: Gator, Liberty, Fiesta, Rose and Orange—the last three on New Year's Day.

■ The Mutual Radio Network will air 16 regular-season NFL Sunday doubleheaders from Sept. 8 through Dec. 22 beginning at 1 p.m. and 4 p.m. NYT, each week. Mutual has individual yearly contracts for Sunday broadcasts with most of the NFL franchises. The two announcing teams are: Chuck Thompson (play-by-play) and Fran Curci along with Tony Roberts (play-by-play) and Jack Ham.

The network's advertiser lineup includes: American Honda, Ford Parts & Services, GMAC, Big A Auto Parts and Travelodge. Mutual's director of sports, Luke Griffin, reports the NFL package is about 50% sold out. Griffin also noted that Mutual no longer holds regional network rights, citing escalating costs. Last year, Mutual held the regional network rights to four NFL franchises: the Pittsburgh Steelers, Atlanta Falcons, Houston Oilers and Kansas City Chiefs.

Mutual's college coverage this year will include 11 Notre Dame games as well as 11 other major college contests. Additionally, the network also plans to offer a package of five bowl games: the new All-American Bowl, Holiday, Sugar, Bluebonnett and one other soon to be announced.

■ CBS Radio, which lost the NFL rights package to NBC, is offering some counter-programing to play-by-play. Beginning Sunday, Sept. 8, CBS will present a two-hour, weekly talk show hosted by CBS sportscasters Jack Buck and Hank Stram. It will feature reviews and highlights of the weekend games as well as a listener call-in segment. The program is scheduled to air from 8 to 10 p.m. NYT.

CBS will also offer stations a weekly, 20-minute preview show of the upcoming weekend's NFL action that will be fed to stations every Friday. The show, *NFL Preview*, will be hosted by CBS sportscaster Brent Musburger.

On the college front, CBS Radio will air the "College Football Kickoff Classic," featuring Boston College and Brigham Young University, from Giants Stadium in East Rutherford, N.J., on Aug. 29. The network will also broadcast the Sun Bowl and the Cotton Bowl. And new to the CBS college lineup this year is a 13-week series summarizing the results of college football games throughout the regular season. Called *College Football Scoreboard*, the program, which is being fully sponsored by True Value Hardware Stores, will be anchored by CBS Radio sportscaster Ed Ingles. It begins Sept. 7.

As for the USFL, there was no national radio coverage this year. ABC Radio held the rights for the first two years of the league's existence—1983 and 1984—but did not renew in 1985.

■ KCBS(AM) *San Francisco* enters the second year of a multiyear rights contract to broadcast the *49ers*, last season's Super Bowl champion. The station is carrying the team's full slate of games, including four preseason games. It will have a 17-station regional network in northern California. Interest in the team is so substantial, reports general manager Ray Barnett, that for the first time, the station is expanding its 49ers network to four surrounding states, including Oregon, Washington, Arizona and New Mexico. Nine stations in those states have agreed to participate in the out-of-state network. "There's a high degree of interest in the team," said Barnett, "because they have been the Super Bowl champions two of the last four years." He said that by the start of the season, the out-of-state network would probably total more than a dozen stations, including one in Youngstown, Ohio, home of 49er owner Edward Debartolo. That is addition to stations that have picked up the games in Hawaii and Guam for a number of

Local TV preseason NFL coverage

AFC East

Team	*Originator*	*Regional network; games scheduled; rights holder*
Buffalo Bills	WKBW-TV Buffalo, N.Y.	Three live games; station holds rights.
Indianapolis Colts	WTHR Indianapolis	Four live games; station holds rights.
Miami Dolphins	WCIX Miami	One live, two tape delayed games; station holds rights.
New England Patriots	WBZ-TV Boston	Three live games; station holds rights.
New York Jets	WNEW-TV New York	Two live, one tape delay games; station holds rights.

AFC Central

Team	*Originator*	*Regional network; games scheduled; rights holder*
Cincinnati Bengals	WLWT Cincinnati	Reg. network of two stations; two live, two tape delayed games; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	Two live games; station holds rights.
Houston Oilers	KHTV Houston	One live, two taped delayed games; station holds rights.
Pittsburgh Steelers	WTAE-TV Pittsburgh	Reg. net of seven stations; four games; station holds rights.

AFC West

Team	*Originator*	*Regional network; games scheduled; rights holder*
Denver Broncos	KCNC-TV Denver	Reg. net of two stations; two live games and third if sold out; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Two live, two tape delayed games; station holds rights.
Los Angeles Raiders	KNBC Los Angeles KMEX-TV Los Angeles (Spanish)	Two live games each; Bob Speck Productions, Los Angeles, holds rights.
San Diego Chargers	KGTV San Diego	Two live games; station holds rights.
Seattle Seahawks	KING-TV Seattle	Four live games; station holds rights.

NFC East

Team	*Originator*	*Regional network; games scheduled; rights holder*
Dallas Cowboys	KXAS-TV Dallas Fort Worth	One taped game; Anamark holds rights.
New York Giants	WPIX New York	Two live, two tape delay games; station holds rights.
Philadelphia Eagles	KYW-TV Philadelphia	Four live games; station holds rights.
St. Louis Cardinals	KPLR-TV St. Louis	Two live, two tape delayed games; station holds rights.
Washington Redskins	WTTG Washington	Three live games; station holds rights.

NFC Central

Team	*Originator*	*Regional network; games scheduled; rights holder*
Chicago Bears	WBBM-TV Chicago	Three live games; station holds rights.
Detroit Lions	WJBK-TV Detroit	Two live, two tape delay games; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Reg. network of three stations; four live games; station holds rights.
Minnesota Vikings	KSTP-TV Minneapolis-St. Paul	One live game; station holds rights.
Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	Reg. net of two; one live, three tape delay games; station holds rights.

NFC West

Team	*Originator*	*Regional network; games scheduled; rights holder*
Atlanta Falcons	WAGA-TV Atlanta	Two live games and two depending on sell out; station holds rights.
Los Angeles Rams	No deal yet	N/A
New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge; two live, two tape delay games; station holds rights.
San Francisco 49ers	KPIX San Francisco	Reg. net of two; one live game; station holds rights.

years. Radio sponsors this year include Anheuser-Busch, United Airlines, Chevrolet and Pacific Gas & Electric.

On the television side, KPIX(TV) San Francisco will carry only one of four pre-season games this year, because the three others are being picked up by the networks, one each to ABC, CBS and NBC. During the course of the season, however, the station will be broadcasting two half-hour weekend 49ers highlight programs, including one on Saturday evenings at 5:30 p.m., which will feature 49er coach Bill Walsh answering questions submitted by fans, and a Sunday morning (9 a.m.) preview show.

■ This season marks the 35th consecutive year KMPC(AM) *Los Angeles* has broadcast *Rams* football, according to general manager Bill Ward. The station has just entered a new three-year contract that extends, with a one-year option to 1988. Ward said he expects 23 stations on this year's regional network. The station also produces a Spanish-language broadcast, which is carried on KLVE(FM) Los Angeles. (KMPC holds all radio rights and purchases a weekly block of time from KLVE for the Spanish broadcast, selling the advertising availabilities itself.) Sponsors include Budweiser, Chevrolet and Chevron. At press time, the Rams did not have a local television station in place to carry its four preseason games. Three of the games are tape-delayed, a primary reason why last year's rights holder, KCBS-TV, said it declined the rights this year.

■ WABC(AM) will be entering its second year of a three-year deal for broadcast rights to the *New York Jets*. And, as it did last year, the station, due to a scheduling conflict with its New York Yankees broadcasts (it is in the fifth year of a six-year deal), will pay WMCA(AM) to air seven games (both pre- and regular season contests) which overlap with Yankee games at a cost in the $10,000 to $12,000 range.

WABC Vice President and General Manager Jim Haviland said that Jets games are about 60% sold out, with Eastern Airlines and Blue Cross/Blue Shield among the major sponsors. The station also plans to air two-hour pre- and post-game shows.

WNEW-TV will broadcast three preseason games, two live and one tape delayed. Major sponsors include: Miller Beer, Meinke Muffler, Purolator Courier, Burger King, Manufacturer's Hanover Trust and American Express.

■ The *New York Giants* will be heard on Metromedia's WNEW(AM) for the 25th consecutive year. Advertising spots have "sold out," said Gary Blum, general sales manager for WNEW. Among the major advertisers are Anheuser-Busch, TWA, American Honda and Nabisco.

WPIX-TV will air four preseason contests, two live and two on tape delay. Major advertisers include Miller Beer.

■ In Minneapolis, Hubbard Broadcasting's "personality" adult contemporary KSTP-FM captured the radio broadcast rights for the *Minnesota Vikings* from WCCO(AM). The new deal is for three years.

KSTP-FM General Sales Manager Tim Monaham reported that sales "haven't been easy." But he cited some solid major sponsors, including American Honda, Republic Airlines, Farmers Insurance and Midwest Federal. Monaham said there will be a regional network of about 56 stations extending across four states.

Station Manager Chuck Knapp said that Vikings coach Bud Grant will do a seven-minute pre-game show as well as a series of three, three-minute reports during the week.

KSTP-TV is the new rights holder of Vikings football for local preseason television coverage. The team had been with WCCO-TV for several years. KSTP-TV has only a one-year deal and will air just one live, preseason contest. Among the sponsors is Midwest Federal.

Network lineups

ABC-TV

Hall of Fame Game	Aug. 3
NFL preseason	Aug. 19, 26
CFA	Starts Sept. 2
NFL (Monday night)	Starts Sept. 9
Gator Bowl	Dec. 30
Sugar Bowl	Jan. 1
Pro Bowl	Feb. 6

CBS-TV

NFC preseason	Aug. 17, 24, 31
NFC regular season	Starts Sept. 8
PAC 10/Big 10/ACC	Starts Sept. 14
Blue-Gray game	Dec. 25
Sun Bowl	Dec. 28
NFC playoffs	Dec. 29, Jan. 4, 5
Peach Bowl	Dec. 31
Cotton Bowl	Jan. 1
NFC Championship	Jan. 12

NBC-TV

AFC preseason	Aug. 14, 24, 30
AFC regular season	Starts Sept. 8
Citrus Bowl	Dec. 28
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1
AFC playoffs	Dec. 29, Jan. 4, 5
Hula Bowl	Jan. 11
AFC Championship	Jan. 12
Super Bowl XX	Jan. 26

CBS Radio

College Kickoff Classic	Aug. 29
Sun Bowl	Dec. 28
Cotton Bowl	Jan. 1

Mutual Radio

Notre Dame and other college games	Starts Sept. 7
NFL package	Starts Sept. 8
Army-Navy game	Dec. 7
Holiday Bowl	Dec. 22
All-American Bowl	Dec. 31
Bluebonnet Bowl	Dec. 31
Sugar Bowl	Jan. 1

NBC Radio

NFL package	Starts Sept. 9
Liberty Bowl	Dec. 27
Gator Bowl	Dec. 30
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

■ The *Detroit Lions* will again be heard over Capcities' WJR(AM), along with a regional network of about 38 stations. Tony Nagorsen, national sales manager for WJR, reports advertising sales "brisker" this year than in the past, with the season already about 75% sold. Major sponsors include Anheuser-Busch, Ford, Chrysler (network only), Republic Airlines, Big Boy restaurants, Armour Meat and Farmer's Insurance.

Meanwhile, WJBK-TV General Sales Manager Jim Clayton also reports that sales are "better than last year." Among the advertisers for Lions preseason football are: J.C. Penney, Midas Muffler, Shell Oil and Stroh's Signature beer, the last a partial sponsor. WJBK-TV will air two live and two tape-delay, preseason games.

■ Former *Washington Redskins* greats and Hall-of-Famers Sonny Jurgenson and Sam Huff will continue to broadcast the 16 regular season and four preseason games for rights holder WMAL(AM) there. Games are heard on a network of approximately 100 stations. With Metrosports, which used to handle the network, no longer in business, Bill Ray, a private contractor, has taken over the networking responsibility.

According to Andrew M. Ockershausen, WMAL vice president, sales are going "super" for Redskins coverage, which includes a pre-game report and *The Locker Room Report* on the network. *The Stadium Show* (pre-game) and *The Ken Beatrice Show* (post-game) are heard locally. A sellout of advertising availabilities before opening day is expected. Major sponsers include Budweiser, TWA, Capital Area Chevrolet dealers and Kodak.

WTTG(TV) Washington will carry three live preseason games this year. Announcers will be Sam Huff and Dick Stockton.

■ WKRC(AM) *Cincinnati* is beginning a new three-year contract with the *Bengals*. Sponsors include Honda, Budweiser, Sears and Nationwide auto parts. WKRC, with announcer Phil Samp, has broadcast Bengals games since the club was formed in 1969. Preseason television games will be shown on WLWT(TV), where the director of sales, Ned Paddock, says 75% to 80% of the available commercial time is sold. Coors Beer, Toyota and Pepsi are signed as sponsors, and Wendy's restaurants is expected to be added to the list.

■ WWWE(AM) Cleveland, in its first year holding radio rights to the *Cleveland Browns*, said sales have been relatively good. (Art Modell, owner of the Browns, bought WWWE[AM] in March.) According to Bob Stern, director of sports marketing, Browns games will be simulcast on WDOK(FM), in addition to being carried on a 25-station network. Among the sponsors will be Honda, Anheuser-Busch, Blue Cross/Blue Shield and Farmers' Insurance. Greg Bendin, national sales manager at

WKYC-TV, said sales for preseason television broadcasts are "strong" and that the station is "satisfied with the level sold so far." His list of sponsors includes Miller Beer and the local Toyota dealer's association.

■ KOA(AM) Denver is entering the first year of a long-term contract for radio rights to the *Denver Broncos*. Sports Director Bob Martin said it has been "a pretty good year" in sales to date. Commercial time for all preseason and regular-season games is "nearly sold out," he said. Budweiser, Honda and Anheuser-Busch are among sponsors. Ad time on KCNC-TV is expected to be sold out by early August for its schedule of three preseason telecasts, according to general manager, Roger Ogden.

■ Paul LeSage, general manager of WTMJ(AM) Milwaukee, said advertising is nearly sold out for the *Green Bay Packers* radio broadcasts. The station's list of sponsors includes Anheuser-Busch, local Ford dealers, Century Insurance, True Value Hardware, Amoco, Wisconsin Bell and Jay's potato chips. Sales for preseason games on WBAY-TV Green Bay are slower this year than last, according to the station's program director, Dick Millhiser, due to difficulty in signing the main advertiser for Packers football in the past, Pabst beer. However, he expressed optimism that sales would improve before the start of the preseason.

■ *Dallas Cowboys* radio coverage will again be handled by KRLD(AM) Dallas, the rights holder of four preseason and 16 regular season games and originating station for 175 stations of the Texas State Network and 20 regional Spanish stations. KRLD has sold 82% to 85% of its advertising spots, according to Ed Wodka, vice president and general manager, and major sponsors include Budweiser, Honda, General Electric, GTE and Kodak. Cowboy promotion includes talk shows with head coach Tom Landry; weekly dinners with Landry at El Chico restaurant, attended by up to 400 people, and contests featuring prizes such as trips to away games, trips to Hawaii and cruises with players.

KXAS-TV Dallas-Fort Worth will again originate preseason coverage of the Dallas Cowboys, airing a single videotaped game on Aug. 11. Rights to the game are held by Anamark, an Austin, Tex., sports marketing consultant, and rights to the other three preseason games are held by network TV. Advertising spots are "well sold," according to the station's president and general manager, Frank O'Neil. Coors will be the primary sponsor. The game will be promoted with television spots.

■ KLZZ(AM) (formerly KOGO) San Diego holds the rights to and will originate coverage of *San Diego Chargers* games for a second year, airing four preseason and 16 regular-season games. The station's signal reaches all of southern California, although KLZZ is not part of a regional network. Ted Lightner will be the new play-by-play voice for the Chargers, said KLZZ operations manager, John Forsythe. During home games, Forsythe will broadcast from tailgate parties and from the stands, interviewing fans and celebrities and giving away money. The station's major sponsors include Budweiser, Jack-in-the-Box, Honda and Von's supermarkets.

Two live, preseason San Diego Chargers games will be broadcast by KGTV(TV) San Diego, which holds the rights to the games. Advertising spots are being sold by both the Chargers and KGTV. The station's vice president and general manager, Clayton Brace, said KGTV has sold all 19 spots. Major sponsors include Coca-Cola, Toyota, Anheuser-Busch and Jack-in-the-Box.

■ *Houston Oilers* radio spots are "heavily sold," according to David Pearlman, vice president and general manager, KODA(FM) Houston. KODA will be originating coverage of the team's five preseason and 16 regular season games, beginning with the NFL's first full stereo radio broadcast, scheduled for last Saturday, Aug. 3—the Hall of Fame game between the Oilers and the New York Giants. Pearlman said KODA, an easy listening station, is the first FM in NFL history to be awarded a full rights package. It holds the rights with its parent company, Group W. Games are to be broadcast to 35 stations in the Southwest through the KODA Oilers Radio Network. Promotions include a Free Fan Fare contest, in which listeners are sent to away games, and the inclusion of Oilers coach, Hugh Campbell, as a part of the weekday morning drive show. Sponsors include Budweiser, Honda, True Value hardware, GTE and Continental airlines.

Oilers television coverage will be handled by KHTV(TV) Houston. "Over half" the games' advertising spots have been sold, according to Don Hoagland, KHTV promotion manager. Miller Lite will be the major sponsor of the games, and participating sponsors include Exxon and Southwestern Bell. To promote the games, KHTV is advertising on radio, in print and on outdoor billboards. Other station promotions include a 10-foot Oilers helmet parked on a golf cart outside the station and seen, according to Hoagland, by about 80,000 cars a day. Hoagland said a new jingle and animation have been produced for the opening segments of the games, and a 30-minute preseason special shot at the Oilers training camp will be broadcast before the first game.

■ WGN(AM) *Chicago* has taken over radio coverage of the *Bears* from WBBM(AM), and holds the rights to the team's four preseason and 16 regular-season games. WGN will air a two-hour tailgate/sports production before every game, from Soldier Field for home games and from a local restaurant when the Bears are away. Coverage will include remotes from the party, the broadcast booth on the field and the locker room, as well as sports features. The coverage will be "a way to blend in football with family," said Chuck Swirsky, manager of sports.

Announcers for the games will be Wayne Larabee, former St. Louis Cardinal Jim Hart and former Bears linebacker Dick Butkus. Each game will be followed by a two-hour interview show. Major sponsors are Chevrolet and Chicagoland Chevy Dealers, Illinois Department of Tourism, True Value hardware stores and Chicagoland Amoco. Most of the advertising spots have been sold.

WBBM-TV returns with Bears television coverage—three, live, preseason games. The station, which holds the rights to the games, hopes to sign regular advertisers Budweiser, True Value hardware, McDonald's and Standard Oil. The games will be promoted with on-air spots in the week preceding the first telecast, as well as in the local news by sports commentator Johnny Morris, who is analyst for the games.

■ Los Angeles-based Bob Speck Productions continues to handle rights and advertising sales of the four preseason and 16 regular season *Los Angeles Raiders* games heard on KRLA(AM) and KMEX(AM) (Spanish). KRLA coverage is distributed to a network of 25 stations, while KMEX coverage goes out to five more stations.

Speck also owns rights to television coverage on KNBC(TV) and KMEX-TV (Spanish). The four television and radio stations are now in the third year of a three-year deal with Speck.

According to Peter Columbus, Speck vice president, while sales are tougher than last year when Olympic dollars were plentiful, "100% renewals" are now being experienced on advertising for Raiders coverage. Currently, he estimates that radio coverage is 90% sold, and expects it to be sold out by opening day. Among radio sponsers are An-

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AUX REC.
+12 VDC
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Microtel
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BAT.
SEND
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AUX. IN
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AUX. OUT

Microtel

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- Promotion dept.

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ENGINEERING COMPANY, INC.
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Salt Lake City, Utah 84115
Telephone
(801) 268-1117

heuser-Busch, Nissan, Hitachi and AC-/Delco.

■ KYW-TV Philadelphia begins its first year as originator of the four preseason games of the *Philadelphia Eagles*. According to the station's general manager, Jim Thompson, KYW-TV has devised an unusual approach to rights payment—a combination of cash and barter advertising. Thompson says sales are progressing satisfactorily, with substantial advertisers including Bell Atlantic, Philadelphia Dodge dealers, Philadelphia Toyota dealers and Stroh's Beer. On radio, Hal Smith, general manager of WIP(AM) Philadelphia, estimates that sales have passed the 60% mark and says that he's slightly disappointed. He attributes the softness in national business to a lack of product distribution in the Philadelphia area in some instances. Among solid advertisers are Honda, McDonald's, MAB Paints and Meridean Bank.

■ KCMO(AM) *Kansas City* has taken over responsibility for the *Chiefs* radio regional network from Mutual and has signed about 50 affiliates. Bill Johnson, general manager, reports that business is slightly behind schedule but says that negotiations with Mutual slowed down the sales effort. He said he and his staff are hoping to catch up and advertisers already signed include Anheuser-Busch, Texas Oil, TWA and local clients. On the television side, Patrick North, general sales manager of KCTV(TV) Kansas City, estimates that its advertising package is about 80% sold. He lists Southwest Bell and Ford dealers as major clients, supplemented by a large group of local advertisers.

■ Michael Corken, vice president and general manager of WTHR(TV) *Indianapolis*, reported that the advertising schedule is 95% sold for the *Colts*, with clients including Chevrolet dealers, Ford dealers, Merchant's Bank and Hardee's. With this only the second season the Colts have been in Indianapolis, he said enthusiasm for ticket sales remains considerably high. Roy Cooper, vice president and general manager of WIBC(AM) Indianapolis, reports sales to Toyota dealers, Budweiser and local clients.

■ Jon Hirschberg, general sales manager of WEEI(AM) Boston, said business for *New England Patriot* games is running "well ahead of last year" at this time. Advertising is strong in both coverage of the games and in pre- and post-game programs. Among the larger advertisers are Anheuser-Busch, Honda, New England Telephone, True Value Hardware and Epson Computers. On television, a spokesman for WBZ-TV Boston said Patriots football has attracted a substantial number of advertisers, including Coors Beer, The Gap, Sprint and Datsun.

■ Three-quarters of the spots have been sold already for *St. Louis Cardinals* games that KMOX(AM) will broadcast. According to Robert Hyland, vice president and general manager, the station is in the first year of a five-year contract and will send its feed to a regional network of 50 stations. Advertisers include Anheuser-Busch, Farmer's Insurance, Chevrolet, TWA, Amoco, Mazda and Meineke.

KPLR-TV signed its agreement with the Cardinals two weeks ago. It has already signed up Anheuser-Busch as a major sponsor.

■ The *Atlanta Falcons* have a new originating station and a new arrangement. In a one-year experiment, WSB(AM) will originate coverage but will pay no rights fee. Instead, it will turn over 24 of the 30 game spots to the Falcons, who have contracted with Los Angeles-based Gilmac Sports Marketing to sell them. Daren McGavren, president of Gilmac, said that definite sponsors to date include Budweiser, Delta Airlines, Chevron and Honda. WSB will also retain the spots in the 30-minute pre-game and post-game shows scheduled for distribution to a regional network of about 65 stations. WAGA-TV will continue to run the four Falcon preseason games. According to the station's vice president and general manager, Paul Raymond, about 75% of the spots have been sold, with sponsors including Datsun and Delta Airlines.

■ There are three stations with broadcast rights for *Pittsburgh Steelers* football and all three are owned by Hearst Corp., whose broadcasting headquarters are in that city. In the first year of a new two-year contract, WTAE(AM) will continue its broadcasts to a regional network of over 40 stations. For the first time, the games will be broadcast on FM as well, over co-owned WHTX(FM). Major sponsors are Anheuser-Busch, Honda, Shop and Save (supermarkets) and Bryant Heating. Vice president and general manager, Ted Atkins, said that spots for the games were 99% sold out. WTAE-TV will broadcast four preseason games (three live) to a network of seven stations. Major advertisers so far are the Pittsburgh Brewing Company, Pittsburgh National Bank, Pittsburgh Area Dodge Dealers and McDonald's.

■ WIOD(AM) will continue carrying *Miami Dolphins* games this year, as will Spanish-language station WQBA(AM). Last year the games were carried on co-owned WQBA-FM. Joel Day, general manager of WIOD, said the games would be broadcast to a network of approximately 30 stations. Advertisers include Honda, Eastern Airlines, Chevron, Anheuser-Busch and Microtel (long-distance telephone service).

WQBA(AM) regional vice president and general manager, George Hyde, said the move to the AM station was because it is "more information-oriented." Another change, he said, will be the use of a satellite feed for the Spanish-language broadcasts. "It provides better quality, makes the logistics easier and is less expensive." Advertisers include Eastern Airlines, Kodak, Publix (supermarkets) and Chevron. Elliott Troshinsky, who recently became general manager at Taft-owned WCIX(TV), said the four preseason games were "pretty well sold out," with advertisers including Coors, Nissan/Datsun and Shell Oil.

■ The *Seattle Seahawks* are celebrating their 10th anniversary this season, and both KIRO-(AM) and KING-TV say they plan to make the most of it. KIRO will originate a regional network of 55 stations in seven states and western Canada. According to general manager Joe Abel, 10 sponsors have signed up: Rainer Bank, Bon, Associated Grocers, Pepsi, GTE, Nissan, Chevron, Wendy's, True Value and Pudget Power. In addition, accounts are pending for beer and a packaged-food company.

KING-TV is in the second year of a three-year contract to broadcast four preseason games. Sponsors include Rainer Beer, Pacific Northwest Bell, People's Bank, Toyota, Burger King, Coca-Cola and GTE.

■ Both WWL(AM) and WWL-TV hold the local rights to the *New Orleans Saints* games. WWL-TV will carry four preseason games—two away and two local with a one-day tape delay. Jerry Whaley, general sales manager at WWL-TV, said local television sponsors include Pride Airlines, Benson Automotive, Weiner Corp. (Shoe Town), Popeye's Fried Chicken, Coor's beer and Toyota.

On the radio side, WWL will feed a regional network of four preseason and 16 regular season games to 33 stations in Louisana, Texas, Mississippi and Alabama. Major sponsors, according to general sales manager Don de la Houssaye, include Louisana Nissan Dealers Association, Gulf Oil, Pride Airlines, Anheuser-Busch, Motorcraft, AT&T and Popeye's.

■ WTOG-TV Tampa-St. Petersburg is going into its seventh season with local rights to four preseason games of the *Tampa Bay Buccaneers*. One will be shown live, three on tape delay. General sales manager Ron Inman reports that Miller beer is the major sponsor, with secondary sponsorship belonging to Kash 'n Karry, a local grocer.

WSUN(AM) holds the radio rights and has assembled a regional network of 21 affiliates for a package of four preseason games and 16 regular season games. Taft Broadcasting holds the rights, but that will transfer to CBS as soon as the CBS acquisition of the Taft radio stations is closed, probably before the start of the season. Sponsors include Chevron, and program director Larry Coates said he expects Eastern Airlines and Anheuser-Busch to be back.

■ WKBW-TV Buffalo, N.Y., holds the rights to three preseason away games of the *Buffalo Bills*, which will also be carried by WOKR-TV Rochester, N.Y. Genessee Brewing Co., Rochester, as it has been for the past 17 seasons, is the major sponsor of the local television broadcasts.

WBEN(AM) Buffalo holds the radio rights to four preseason and 16 regular season games. Larry Levite, president and general manager of WBEN, said he expects a 10-station regional network. Major sponsors include Tops supermarkets, Bell's supermarkets, Turgeon restaurants, Chevrolet dealers and M&T Bank. He also said WBEN will expand its post-game show from one hour to 90 minutes.

Programing

San Francisco TV sues Arbitron, ABC

Arbitron deletes KTZO from ratings report after ABC-owned station, KGO-TV, accuses it of ratings distortion; KTZO claims it was defamed by Arbitron action

An independent television station in San Francisco is suing Arbitron and ABC in federal court for $120 million, alleging that it and its owner have been defamed after being delisted from an Arbitron ratings report ("In Brief," July 29).

KTZO(TV), principally owned by James J. Gabbert, alleged in court papers that ABC-owned KGO-TV and Arbitron conspired to remove KTZO from an Arbitron ratings report for the week of June 15-21, 1984, after KGO-TV allegedly complained to Arbitron that KTZO on two separate occasions in early June engaged in ratings distortion by asking viewers of metered television households to leave their sets tuned to KTZO overnight or if they got up to leave the room.

The lawsuit has its root in two alleged incidents that Arbitron believes took place in early June. The first, according to a letter dated June 28 and sent to KTZO President Gabbert, occurred on June 1 when Gabbert allegedly appeared live on KTZO and said: "If your television set is metered, please leave your set on channel 20 all night. . .just kidding." Arbitron wrote Gabbert saying that alleged incident was reported by KGO-TV.

The second alleged incident occurred on June 2, Arbitron said, and was reported by an Arbitron manager. On that occasion, Arbitron alleged that Gabbert again went before the cameras live and said: "It's a super day, the weather's great, so go out and have a good time. If you're a ratings home, go out and enjoy but keep your set on and tuned to your favorite station, OK? Oops, I'm not supposed to say that. Just kidding."

Gabbert replied by letter through his attorney that the June 1 incident never took place, and that he was "not on the air at any time on June 1." In regard to the alleged incident of June 2, Gabbert said he was on the station introducing his regular Sunday morning program, but his remarks were different from those reported by the Arbitron field manager.

According to KTZO, what Gabbert said on June 2 was (after taking note that it was a beautiful day and the viewer might not want to remain indoors): "If you're one of those 'rating homes,' sit the cat in front of the TV

It's 10 in row for NBC

With six sitcoms and a repeat of the pilot for ***Miami Vice*** among the 10 highest rated programs of the week, NBC scored its 10th consecutive prime time ratings victory based on Nielsen's National Television Index (NTI) for the week ending July 28, with a 12.6 rating and 24 share. CBS finished second with 12.3/23, and ABC trailed with 10.2/19.3.

The opening of the 1984 Olympic Games cast a shadow, however pale, on viewership for the comparable week this year. HUT levels, which have averaged a modest, but consistent, 2% gain this summer, were off 2%, from a 54.4 for the same week last year to 53.3. Similarly, combined ratings, at 35.1, were down 8% from last year's 38, and combined share of 66 was down 5% from last year's 70.

Highlights of the week included the premiere of ***Our Town*** on NBC, finishing 53d on the schedule, and a repeat of the the six-hour mini-series, ***Chiefs***, on CBS, which averaged a 13.4/25. Its third part, on Sunday (9-11 p.m. NYT), placed 11th for the week with a 15.8/27.

In nightly wins, NBC took Tuesday, Wednesday, and Thursday, while CBS took Monday and Sunday, and ABC Friday and Saturday.

■ CBS's three top-10 shows for the week, ***Kate and Allie***, ***Newhart*** and ***Cagney and Lacey***, made its Monday lineup a winner with a combined average of 15.4/27. The second part of ***Princess Daisy*** on NBC did a 13.7/24.

■ NBC took every time period with its regular programing to win Tuesday night over ABC's regular lineup and a repeat of the made-for-television movie, ***Skokie***, on CBS.

■ NBC again swept Wednesday night with its regular lineup, featuring the fifth- and seventh-ranked shows of the week, ***Facts of Life*** and ***Double Trouble***, respectively.

■ Thursday at 8-10 p.m. NYT, NBC's half-hours, beginning with ***The Cosby Show***, ranked first, second, eighth and 12th for the week. ABC took the 10-11 p.m. NYT time period with the 13th ranked ***20/20***.

■ Friday, With NBC airing ***NBC Major League Baseball*** (8.5/17), CBS and ABC matched ratings/shares (13.1/26) at 9-11 p.m. NYT with the second part of ***Chiefs*** and an ***ABC Movie Special***, "California Suite," respectively. The night came down to the 8-9 p.m. NYT lead-in. ABC was the winner with ***Webster*** and a summer series, ***Comedy Factory***, taking the time period.

■ Saturday night saw another sweep. ABC took every time period with ***T.J. Hooker*** (8-9 p.m. NYT) and ***Love Boat*** (9-11 p.m. NYT).

■ CBS came in with the second-highest rated night of the week on Sunday with part three of ***Chiefs*** and ***Murder, She Wrote***.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	20.1/39
2.	Family Ties	NBC	18.8/35
3.	Miami Vice	NBC	17.7/31
4.	Newhart	CBS	17.7/29
5.	Facts of Life	NBC	16.7/30
6.	Kate & Allie	CBS	16.6/28
7.	Double Trouble	NBC	16.4/28
8.	Cheers	NBC	16.1/29
9.	Cagney & Lacey	CBS	16.8/28
10.	Murder, She Wrote	CBS	15.9/31
11.	Chiefs, Part 3	CBS	15.8/27
12.	Night Court	NBC	15.7/27
13.	20/20	ABC	15.3/28
14.	60 Minutes	CBS	15.2/33
15.	Highway to Heaven	NBC	15.1/29
16.	Simon & Simon	CBS	14.7/26
17.	A Team	NBC	14.5/28
18.	Riptide	NBC	14.3/25
19.	Remington Steele	NBC	14.2/26
20.	Princess Daisy, Part 2	NBC	13.7/24
21.	Who's the Boss?	ABC	13.5/23
22.	Chiefs, Part 1	CBS	13.1/26
23.	California Suite	ABC	13.1/26
24.	Scarecrow & Mrs. King	CBS	13.1/25
25.	Hill Street Blues	NBC	13.1/24
26.	Witness for the Prosecution	CBS	12.8/23
27.	Stir Crazy	ABC	12.6/22
28.	Love Boat	ABC	11.9/24
29.	St. Elsewhere	NBC	11.8/21
30.	TV Bloopers & Practical Jokes	NBC	11.6/22
31.	Chiefs, Part 2	CBS	11.4/23
32.	Knight Rider	NBC	11.1/22
33.	Hail to the Chief	ABC	11.0/19
34.	Monday Night Baseball	ABC	10.6/19
35.	E/R	CBS	10.5/20
36.	Hotel	ABC	10.5/19
37.	Gimme A Break	NBC	10.3/22
38.	Webster	ABC	10.2/22
39.	MacGruder & Loud	ABC	10.2/18
40.	Comedy Factory	ABC	10.0/21
41.	Mama's Family	NBC	10.0/20
42.	Three's A Crowd	ABC	10.0/20
43.	Foulups, Bleeps & Blunders	ABC	9.8/18
44.	Dukes of Hazzard	CBS	9.5/20
45.	Skokie	CBS	9.3/17
46.	Knots Landing	CBS	9.1/17
47.	Magnum, P.I.	CBS	9.0/17
48.	Charles in Charge	CBS	8.9/18
49.	Baseball Pregame	NBC	8.7/20
50.	Jeffersons	CBS	8.7/18
51.	T.J. Hooker	ABC	8.6/20
52.	Baseball—Cubs/Dodgers	NBC	8.5/17
53.	Our Time	NBC	8.0/19
54.	Silver Spoons	NBC	7.7/16
55.	It's Your Move	NBC	7.2/16
56.	Rock 'n' Roll Summer Action	ABC	7.2/14
57.	Dynasty	ABC	7.1/12
58.	The Main Event	ABC	6.9/13
59.	Airwolf	CBS	6.7/15
60.	The White Lions	ABC	6.3/13
61.	Punky Brewster	NBC	6.2/14
62.	Biggest Lump of Money	NBC	5.0/10

*indicates premiere episode

■ WCSV(AM) Crossville, Tenn. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from WCSV Inc. to Helen L. Cunningham for $250,000 cash. Seller is owned by Millard V. Oakley, who has interest in four AM's, two FM's, is applicant for three new TV's and has been granted new TV in Asheville, N.C. He also has interest in over 100 app.'s for LPTV's. Buyer has no other broadcast interests. Filed July 24.

■ KTXF(FM) Brownsville, Tex. (100.3 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Bixby Great Electric Radio Co. to Valley Radio Co. for $1,650,000, comprising $450,000 cash, assumption of $800,000 debt and remainder note at 10% over two years. Seller is owned by John A. Parry, Charles A. Whatley, Michael T. Reichert and Jesse Johncox. They also own KTFX(FM)-KVEO(TV) Brownsville, KIKN(AM) Pharr and KPEJ(TV) Odessa, all Texas. Buyer is owned by Diane Levy (40.2%), Hazel Y. Arnold (20%), Herbert Lackshin (20%) and four others. Filed July 22.

■ KSET-FM El Paso (94.7 mhz; 61 kw; HAAT: 940 ft.)—Seeks assignment of license from Dunn Broadcasting Co. to Jim Ray, Jerry Ray and Bob McDonald for $1,750,000, comprising $100,000 cash and remainder note at 10%, amortized over 10 years, with first two years interest only and balloon payment in eighth year. Seller is owned by John M. Dunn, former owner of KKJY(AM) Albuquerque, N.M. and Berkely L. Fraser. Buyer is principally owned by Jim Ray, his brother Jerry, Bob McDonald and seven others. It also owns KGNB(AM)-KNBT(FM) New Braunfels, Tex. where McDonald is general manager and Jerry Ray is sales manager. Jim Ray is also general manager of KOKE-FM Austin. Filed July 23.

■ KLO(AM) Ogden, Utah (1430 khz; 5 kw-U)—Seeks transfer of control of KVOC Inc. from Fred Hildebrand to United Broadcasting Co. for $400,000, comprising $120,000 cash and remainder note at 10%. Seller also has interest in KVOC(AM) Casper, Wyo. Buyer is owned by Archibald G. Webb (5.8%), his sons, Richard (25.3%) and John (33.9%), and 11 others. It also owns co-located KZAN(FM). Filed July 19.

■ KCLX(AM) Colfax, Wash. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Adrian DeVries to Dakota Communications for $110,000 in note at 9%. Seller has no other broadcast interests. Buyer is owned by Robert G. Hauser (65%), Jack Stokes (17.5%) and Mike Letson (17.5%). It has no other broadcast interests. Filed July 22.

Facilities Changes

Applications

AM's

Tendered

■ WBUK (1560 khz) Portage, Mich.—Seeks CP to change ERP to 5 kw and make changes in ant. sys. App. July 29.

Accepted

■ WEBY (1330 khz) Milton, Fla.—Seeks CP to change TL and make changes in ant. sys. App. July 26.

■ WMLT (1330 khz) Dublin, Ga.—Seeks CP to make changes in ant. sys. App. July 30.

■ WAUB (1590 khz) Auburn, N.Y.—Seeks CP to change TL. App. July 24.

FM's

Tendered

■ *KRCC (91.5 mhz) Colorado Springs—Seeks mod. of CP to change ERP to 1 kw and change TL. App. July 24.

■ *KYDZ (90.1 mhz) Cody, Wyo.—Seeks CP to change ERP to 10 kw and change HAAT to 459.2 ft. App. July 24.

Accepted

■ WDRM-FM (102.1 mhz) Decatur, Ala.—Seeks CP to change TL and change HAAT to 727.18 ft. App. July 26.

■ KECR (93.3 mhz) El Cajon, Calif.—Seeks CP to change HAAT to 1,888 ft. App. July 24.

■ WWYZ (92.5 mhz) Waterbury, Conn.—Seeks CP to make changes in aux. ant. sys. and change HAAT to 850 ft. App. July 30.

■ WFYV (104.5 mhz) Atlantic Beach, Fla.—Seeks CP to change ERP to 100 kw and change HAAT to 984 ft. App. July 26.

■ WWLV (94.5 mhz) Daytona Beach, Fla.—Seeks CP to change TL and change HAAT to 1,200 ft. App. July 26.

■ WFTW-FM (96.5 mhz) Fort Walton Beach, Fla.—Seeks CP to change HAAT to 1,049 ft. App. July 30.

■ WXCV (95.3 mhz) Homossassa Springs, Fla.—Seeks CP to change ERP to 2.8 kw and change HAAT to 339.15 ft. App. July 26.

■ WKLS-FM (96.1 mhz) Atlanta—Seeks mod. of lic. to change SL to 1800 Century Boulevard, Atlanta. App. July 24.

■ KZDX (99.9 mhz) Burley, Idaho—Seeks CP to install aux. ant. sys. App. July 26.

■ WBIF (105.5 mhz) Bedford, Ind.—Seeks CP to change TL; change ERP to 2 kw, and change HAAT to 399.18 kw. App. July 26.

■ WCNB-FM (100.3 mhz) Connersville, Ind.—Seeks CP to change ERP to 28 kw. App. July 26.

■ WNVI-FM (106.1 mhz) North Vernon, Ind.—Seeks CP to make changes in ant. sys. App. July 26.

■ WYNK-FM (101.5 mhz) Baton Rouge, La.—Seeks CP to change TL. App. July 26.

■ KHOM (104.1 mhz) Houma, La.—Seeks CP to change TL and change HAAT to 1,954 ft. App. July 24.

■ WCKW (92.3 mhz) La Place, La.—Seeks CP to change TL and change HAAT to 1,954 ft. App. July 24.

■ WBOS (92.9 mhz) Brookline, Mass.—Seeks CP to change ERP to 18 kw. App. July 30.

■ WWMJ (95.7 mhz) Bangor, Me.—Seeks CP to change ERP to 11.5 kw. App. July 26.

■ WBSB (104.3 mhz) Baltimore—Seeks CP to change ERP to 23 kw and change HAAT to 720 ft. App. July 26.

■ WIQB (102.9 mhz) Ann Arbor, Mich.—Seeks CP to change ERP to 49 kw. App. July 24.

■ WSTR-FM (99.3 mhz) Sturgis, Mich.—Seeks CP to change ERP to 2.16 kw. App. July 30.

■ WLOL (99.5 mhz) Minneapolis—Seeks CP to change TL and change HAAT to 1,035 ft. App. July 26.

■ WSJC-FM (107.5 mhz) Magee, Miss.—Seeks CP to change TL and change HAAT to 984 ft. App. July 26.

■ KMFC (92.1 mhz) Centralia, Mo.—Seeks mod. of CP to change TL; change ERP to 1.86 kw, and change HAAT to 400 ft. App. July 24.

■ KDEX-FM (102.3 mhz) Dexter, Mo.—Seeks CP to change TL; change ERP to 2.29 kw, and change HAAT to 375 ft. App. July 24.

■ KBKS (92.7 mhz) Ely, Nev.—Seeks mod. of CP to change TL and change HAAT to 941 ft. App. July 26.

■ WHDQ (106.1 mhz) Claremont, N.H.—Seeks CP to change ERP to 9.51 kw and change HAAT to 1,068 ft. App. July 24.

Summary of broadcasting
as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ KHFM (96.3 mhz) Albuquerque, N.M.—Seeks CP to change ERP to 20.236 kw. App. July 26.

■ WSEC (103.7 mhz) Williamston, N.C.—Seeks CP to change ERP to 100 kw. App. July 30.

■ *WCWT-FM (91.9 mhz) Centerville, Ohio—Seeks CP to change TL and make changes in ant. sys. App. July 30.

■ *KNYD (90.5 mhz) Broken Arrow, Okla.—Seeks mod. of CP to change TL; change HAAT to 1,638 ft., and make changes in ant. sys. App. July 30.

■ WWLI (105.1 mhz) Providence, R.I.—Seeks CP to install aux. ant. sys. App. July 24.

■ WJFX (95.9 mhz) Aiken, S.C.—Seeks CP to change TL and change HAAT to 314 ft. App. July 26.

■ KTKS (106.1 mhz) Denton, Tex.—Seeks mod. of lic. to install aux. ant. sys. App. July 26.

■ KWCB (94.3 mhz) Floresville, Tex.—Seeks CP to change HAAT to 109 ft. and make changes in ant. sys. App. July 30.

■ WFVA-FM (101.5 mhz) Fredericksburg, Va.—Seeks CP to change TL; change ERP to 30 kw, and change HAAT to 400 ft. App. July 30.

■ KTCW (98.3 mhz) Pasco, Wash.—Seeks mod. of CP to change TL and change HAAT to 195 ft. App. July 26.

Actions

AM's

■ WGSF (1220 khz) Arlington, Tenn.—Granted app. to make changes in ant. sys. Action July 22.

FM's

■ KFAC-FM (92.3 mhz) Los Angeles—Dismissed app. to change ERP to 39 kw and change HAAT to 2,910 ft. Action July 18.

■ KRBO (102.7 mhz) Red Bluff, Calif.—Granted app. to change TL; change ERP to 12 kw; change HAAT to 1,016.8 ft., and make changes in ant. sys. Action July 19.

■ *KWBI (91.1 mhz) Morrison, Colo.—Granted app. to change ERP to 100 kw and make changes in ant. sys. Action July 23.

■ *WJIS (88.1 mhz) Bradenton, Fla.—Granted app. to change TL; change HAAT to 396 ft., and make changes in ant. sys. Action July 23.

■ KVKI-FM (96.5 mhz) Shreveport, La.—Dismissed app. to operate formerly authorized facilities as aux. Action July 18.

■ KZEA (105.5 mhz) Healdton, Okla.—Dismissed app. to change SL. Action July 3.

TV's

■ WTKW (ch. 16) Key West, Fla.—Granted app. to change ERP to vis. 1,589 kw, aur. 158.9 kw and replace ant. Action July 23.

■ WJAL (ch. 68) Hagerstown, Md.—Denied app. to move SL outside community of lic. Action July 22.

■ KTVN (ch. 2) Reno—Dismissed app. to change ERP to vis. 42.7 kw, aur. 4.3 kw and change TL. Action July 22.

■ *WRRC-FM (100.1 mhz) Lawrenceville, N.J.—Returned app. to change ERP to .0196 kw. Action July 23.

■ WEJC (ch. 20) Lexington, N.C.—Granted app. to change ERP to vis. 4,616 kw, aur. 461.6 kw and change HAAT to 855 ft. Action July 23.

■ WRCB-TV (ch. 3) Chattanooga, Tenn.—Granted app. to replace ant. Action July 23.

■ KTRE (ch. 9) Lufkin, Tex.—Granted app. to change ERP to vis. 158 kw, aur. 31.6 kw; change HAAT to 670 ft., and replace ant. Action July 19.

■ *WCVE-TV (ch. 23) Richmond, Va.—Granted app. to modify transmitter. Action July 23.

Call Letters

Applications

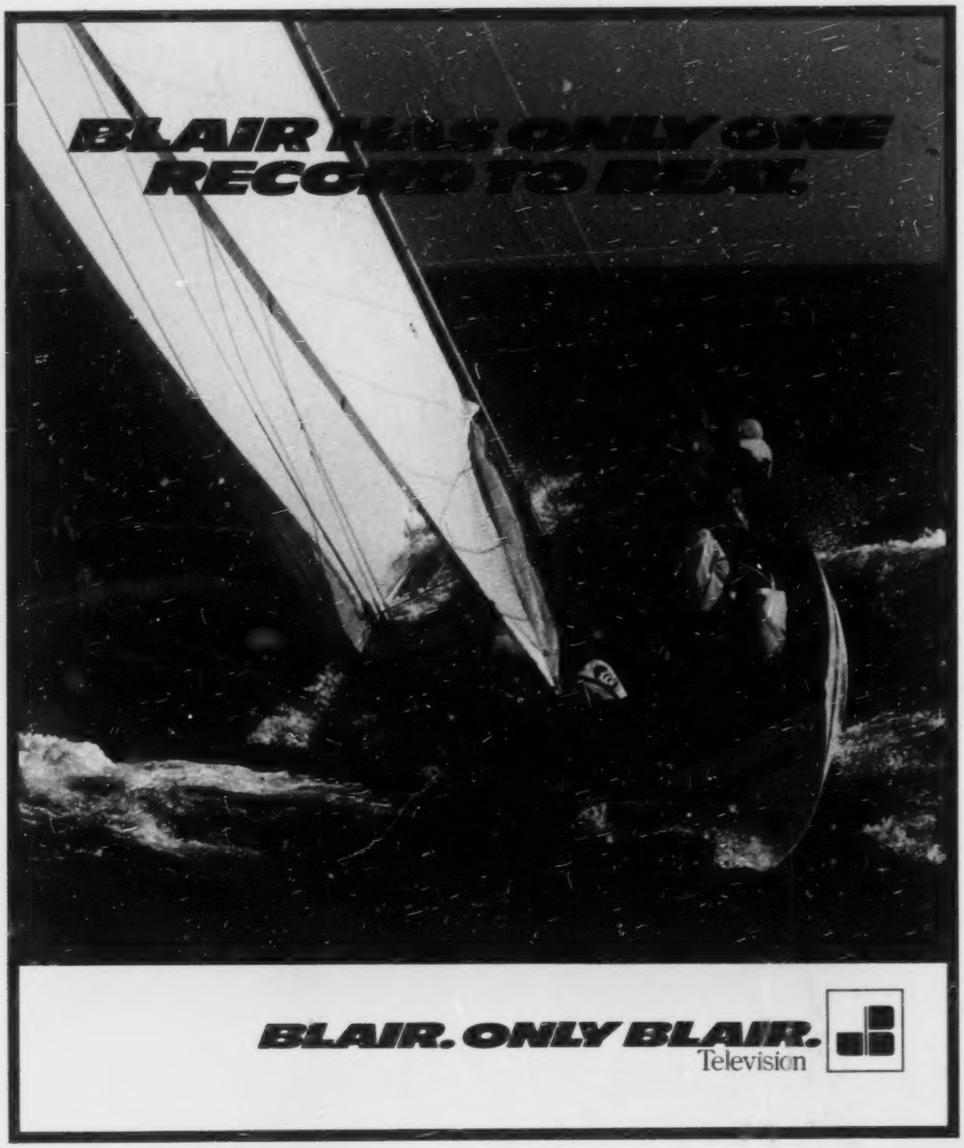
Call	*Sought by*
	New AM
WJJF	Astro Broadcasting System, Hope Valley, R.I.

C1750-1A

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 12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54th Year 1985

Turner goes for MGM/UA

□

FCC's Rivera moving on

Vol. 109 No. 7

Broadcasting Aug 12

Turner makes bid for MGM/UA
FCC takes action on fairness doctrine
Winners of Capcities/ABC radio spinoffs

GOING HOLLYWOOD ☐ Ted Turner makes bid—valued at $1.5 billion—to purchase MGM/UA. Studio's movie library seen as one of prime attributes for Turner in the deal. **PAGE 27.**

WINNERS ARE ☐ Capcities/ABC announce buyers for spinoffs of radio properties amounting to $155 million. **PAGE 29.**

WARNER DEALINGS ☐ Warner Communications board votes to buy out American Express portion of cable subsidiary. Meanwhile, Forstmann Little & Co. makes leveraged buyout bid for MTV Networks Inc. at $31 per share, or $472.6 million. **PAGE 29.**

FAIRNESS DECISION ☐ FCC votes unanimously that fairness doctrine inhibits broadcasters airing controversial concerns and does not serve the public interest, but says Congress, and not the commission, has the authority to change the rule. **PAGE 30.**

FINALS DAYS ☐ FCC Commissioner Henry Rivera announces he will step down to join Washington law firm. **PAGE 31.**

ENA SITUATION ☐ District judge in Michigan deals L.P. Acquisition blow in its bid to take over Evening News Association. **PAGE 32.**

SAN FRAN SHOW ☐ Annual convention of Cable Television Administration and Marketing Society tackles the twin problems of stagnant basic cable growth and declining pay numbers. **PAGE 33.**

ACT PETITION ☐ Action for Children's Television asks FTC to restrict television ads for phone services aimed at children. **PAGE 36.**

NO PREFERENCE ☐ FCC votes that there will be no preferences for multichannel multipoint distribution service lotteries. **PAGE 36.**

HANDS ACROSS THE WATER ☐ Turner Broadcasting announces agreement with Soviet authorities to stage amateur sports event in 1986. **PAGE 40.**

UPI UPDATE ☐ Wire service is sending private offering document to prospective bidders. Federal mediator called in to handle dispute between management and union officials. **PAGE 48.**

AWARD WINNER ☐ GTE Spacenet lands $40-million contract to supply satellite capacity for HI-NET Communications Ku-band network. **PAGE 50.**

C-BAND COMPETITOR ☐ Viewers First National announces intention to get into backyard scrambled programing business. **PAGE 51.**

TOPPING THE LIST ☐ NBC wins prime time Emmy nomination sweepstakes, garnering 125. **PAGE 54.**

IN PERSPECTIVE ☐ Mel Harris, president of Paramount Television Group, has a passion for "doing things better." **PAGE 79.**

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Programming

Turner's sports detente

TBS signs agreement with Soviets for Goodwill games, to be played in Moscow in 1986; TBS to have all U.S. broadcast rights; production of coverage to be joint venture between TBS and Soviet broadcast authority

Turner Broadcasting System announced last week an agreement with Soviet broadcasting and sports authorities for the staging of what the parties involved say will be a quadrennial amateur sports event—the Goodwill Games, featuring competition among amateur athletes in selected sports such as swimming, gymnastics and track and field. If the games come off as planned, in July of 1986 in Moscow, say Turner officials, it will be the first time Soviet and American amateur athletes will have competed in an international summer festival of games since the 1976 summer Olympics in Montreal.

GOODWILL GAMES

Last week's announcement was a media event in itself. A live, international video press conference linking New York, Moscow, Phoenix, and by voice circuit, London, was the vehicle used by TBS to make the announcement. Ted Turner played host to reporters at the Waldorf-Astoria in New York, while TBS Executive Vice President Robert Wussler represented TBS's interests in Moscow, where he could be seen via the satellite connection signing the agreements with officials of the Soviet broadcast authority, Gostelradio, and the Soviet sports authority, Soyuzsport. In Phoenix, Olympic diver Gregg Louganis, who could not make it to New York, was tied into the conference by satellite to give his reaction to the announcement. In London, a group of reporters representing the Western European press were gathered.

In effect, the proposed games would be a warm-up for the Olympics, although the Goodwill Games would be much smaller, with only 18 sports represented, compared to about 30 sports for the Olympics.

Under the agreement, with Moscow serving as the first host, Gosteleradio would

NBC turns in win number 11

NBC captured its 11th consecutive prime time ratings victory for the week ending Aug. 4 with a 12 average rating and a 23 average share based on Nielsen's National Television Index (NTI). CBS had an 11/20 and ABC a 10.7/20 for the week.

HUT levels for the week were down 8%, to 53.7, compared to the same week a year ago when the Olympics help put HUT levels at 57.3. Combined ratings were down 21% from the same week a year ago, from 42.9 to 33.7, and combined shares were off from last year's 76.3 to 62.8.

Among the week's specials was the *CBS Reports*, "Hiroshima, 40 Years and Counting," which placed 55th on the schedule of 65 programs with a 7.7/14.

In nightly wins, NBC took Tuesday, Wednesday and Thursday, while CBS won on Monday and Sunday, and ABC won on Friday and Saturday.

■ Monday was dominated by CBS's regular schedule. It took every hour that night, boosted by the third-, fourth- and fifth-ranked shows of the week. Monday tied with Thursday as the highest-rated night of the week (15.7).

■ The three hours that comprise NBC's regular schedule, led by eighth-ranked *Riptide*, outperformed the other two networks Tuesday night. ABC's schedule included a pilot, *Love Long Distance* (7.7/15).

■ NBC's regular schedule took every hour on Wednesday. It included the seventh-ranked *Highway to Heaven* and the 11th-ranked *Facts of Life*.

■ NBC's Thursday night schedule included the number-one ranked *Cosby Show* and the second-, 10th-, 16th-ranked shows, *Facts of Life*, *Cheers* and *Night Court*. NBC lost the 10-11 p.m. block to ABC's *20/20*.

■ ABC won Friday despite losing the 9-11 p.m. block NYT to a *CBS Special Movie Presentation* (12.3/24), "Tarzan, the Ape Man." From 8-9 p.m. NYT, ABC beat the competition with *Webster* and *Comedy Factory*.

■ ABC took Saturday with its regular schedule. The *CBS Saturday Night Movie*, "The Champ," scored a 7/14.

■ While the *ABC Sunday Night Movie*, "The Blues Brothers," was the 15th ranked show of the week, it could not give ABC the night, as CBS won on strength of the sixth-ranked *60 Minutes* and the 14th-ranked *Trapper John, M.D.*, both of which won their time periods.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	19.6/38
2.	Family Ties	NBC	17.6/33
3.	Newhart	CBS	17.0/28
4.	Cagney & Lacey	CBS	16.9/29
5.	Kate & Allie	CBS	16.4/29
6.	60 Minutes	CBS	16.3/33
7.	Highway to Heaven	NBC	16.2/30
8.	Riptide	NBC	16.2/28
9.	20/20	ABC	16.1/29
10.	Cheers	NBC	15.8/29
11.	Facts of Life	NBC	15.8/28
12.	Remington Steele	NBC	14.9/27
13.	A Team	NBC	14.8/28
14.	Trapper John, M.D.	CBS	14.8/26
15.	The Blues Brothers	ABC	14.5/26
16.	Night Court	NBC	14.3/25
17.	Double Trouble	NBC	14.3/25
18.	Crazy Like a Fox	CBS	14.2/24
19.	Murder, She Wrote	CBS	13.8/26
20.	Who's the Boss?	ABC	13.6/23
21.	Scarecrow & Mrs. King	CBS	13.5/26
22.	Hill Street Blues	NBC	13.3/24
23.	Simon & Simon	CBS	13.2/24
24.	MacGruder & Loud	ABC	13.1/24
25.	TV Bloopers & Practical Jokes	NBC	12.4/23
26.	Tarzan, the Ape Man	CBS	12.3/24
27.	Sessions	NBC	12.3/21
28.	Webster	ABC	12.1/27
29.	St. Elsewhere	NBC	12.0/22
30.	Two Kinds of Love	CBS	11.8/21
31.	Ravagers	NBC	11.8/21
32.	Life's Embarrassing Moments	ABC	11.7/22
33.	Hail to the Chief	ABC	11.6/19
34.	Benson	ABC	11.5/23
35.	Hunter	NBC	11.4/23
36.	Comedy Factory	ABC	11.2/24
37.	Foulups, Bleeps & Blunders	ABC	10.8/20
38.	People Do the Craziest Things	ABC	10.7/21
39.	Finder of Lost Loves	ABC	10.6/21
40.	Three's A Crowd	ABC	10.6/20
41.	Love Boat	ABC	10.4/21
42.	Mama's Family	NBC	10.3/20
43.	Knight Rider	NBC	10.3/19
44.	Magnum, P.I.	CBS	10.1/19
45.	Hotel	ABC	10.0/18
46.	Rock 'n' Roll Summer Action	ABC	9.5/18
47.	Gimme A Break	NBC	9.3/19
48.	T.J. Hooker	ABC	9.2/21
49.	Monday Night Baseball	ABC	9.2/16
50.	Knots Landing	CBS	9.0/16
51.	Silver Spoons	NBC	8.1/16
52.	Ripley's Believe it or Not	ABC	7.8/16
53.	Royal Match	CBS	7.7/17
54.	Love, Long Distance	CBS	7.7/15
55.	Hiroshima, 40 Years	CBS	7.7/14
56.	Airwolf	CBS	7.6/17
57.	Baseball—White Sox/Yankees	NBC	7.6/16
58.	Dynasty	ABC	7.1/12
59.	It's Your Move	NBC	7.0/15
60.	The Champ	CBS	7.0/14
61.	Punky Brewster	NBC	6.9/14
62.	Summer of Innocence	ABC	6.6/12
63.	Our Time	NBC	6.5/15
64.	The Idolmaker	CBS	5.9/10
65.	Baseball Pregame	NBC	5.6/14

*indicates premiere episode

Angeles-based station group of one AM, three FM's and one TV. Filed July 30.

■ Stratmoor, Colo.—Four Brothers Broadcasting seeks 890 khz; 10 kw-D; 1 kw-N. Address: 335 E. Union St., Circleville, Ohio 43113. Principal is equally owned by Ed Burns, David Dawson, Tom Brankamp and Mark Puttick. It has no other broadcast interests. Filed July 29.

■ Dalton, Mass.—Lighthouse Broadcasting Co. seeks 890 khz; 10 kw-D. Address: 19 Candlewood Terrace, Medford, N.J. 08055. Principal is owned by Paul E. Schumacher and his wife, Nancy. It owns WSJL(AM) Cape May, N.J. Filed July 29.

■ Flemington, N.J.—Hunterdon Mercury Communications Inc. seeks 1040 khz: 5 kw-D; 1 kw-N. Address: 688 Route 202, 08822. Principal is owned by Delane R. Lipka and Charles A. Hecht. It has no other broadcast interests. Filed Aug. 1.

■ Bernalillo, N.M.—Marlene V. Borman seeks 890 khz; 10 kw-D; 1 kw-N. Address: 6720 Lakeview Dr., Carmichael, Calif. 95608. Principal has no other broadcast interests. Filed July 29.

■ Fayetteville, N.Y.—Upstate Broadcasters seeks 890 khz; 250w-D. Address: Rt. 1, Box 136, Ararat, Va. 24053. Principal is owned by Stuart Epperson and family. It owns eight AM's and two FM's. His brother, Ralph, owns three AM's and two FM's. His other brother, Harry, owns two AM's and one FM. It is also app. for new AM in Shickshinny, Pa., and Stafford, Va. (see below). Filed July 29.

■ Solvay, N.Y.—Solvay Radio seeks 890 khz; 500 w-D. Address: P.O. Box 61002, Sacramento, Calif. 95860. Principal is owned by Jane A. Filler, who has no other broadcast interests. Filed July 29.

■ Bethel Park, Pa.—Western Pennsylvania Broadcasters seek 890 khz; 2.5 kw-D. Address: Church & 5th Streets, Herminie, Pa. 15637. Principal is owned by Carl C. Auel, who has interests in six AM's and one FM. Filed July 29.

■ Shickshinny, Pa.—Central Pennsylvania Broadcaster seeks 890 khz; 2.5 kw-D. Address: Rt. 1, Box 136, Ararat, Va. 24053. Principal is owned by Stuart Epperson and family. He owns eight AM's and two FM's. His brother, Ralph owns three AM's and two FM's. His other brother, Harry, owns two AM's and one FM. It is also app. for new AM in Fayetteville, N.Y., and Stafford, Va. (see above and below). Filed July 29.

■ Anthony, Tex.—Southwestern Broadcasters seeks 890 khz; 10 kw-D; 1 kw-N. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is owned by James E. Auel, who has interest in four AM's. Filed July 29.

■ Falmouth, Va.—Lighthouse Broadcasting Co. seeks 890 khz; 10 kw-D. Address: 19 Candlewood Terrace, Medford, N.J. 08055. Principal is owned by Paul E. Schumacher and his wife, Nancy. It owns WSJL(AM) Cape May, N.J. Filed July 29.

■ Stafford, Va.—Greater Virginia Broadcasters seeks 890 khz; 1.5 kw-D. Address: Rt. 1, Box 136; Ararat, Va. 24053. Principal is owned by Stuart Epperson and family. It is also app. for new AM in Schickshinny, Pa., and Fayetteville, N.Y. (see above). Filed July 29.

■ Surry, Va.—Spann Communications seeks 890 khz; 25 kw-D. Address: 5525 S. State St., Chicago, 60621. Principal is owned by Pervis Spann, who owns WVON(AM) Cicero, Tenn., and WXSS(AM) Dover, Fla. Filed July 29.

TV

■ Las Vegas—4-A Communications seeks ch. 33; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,143 ft.; ant. height above ground: 80 ft. Address: 4329 Ginralter Way, 89121. Principal has no other broadcast interests. Filed July 25.

Facilities Changes

Applications

AM's

Tendered

■ WIXR (1500 khz) Mount Pleasant, S.C.—Seeks CP to change freq. to 1480 khz. App. July 31.

■ WMSO (640 khz) Collierville, Tenn.—Seeks CP to change city of lic. to Germantown, Tenn. App. Aug. 1.

■ WSKT (1580 khz) Knoxville, Tenn.—Seeks CP to change freq. 1180 khz; change ERP to 1 kw, and change TL. App. Aug. 5.

Accepted

■ WFLZ (1200 khz) Thonotosassa, Fla.—Seeks MP to change TL and make changes in ant. sys. App. Aug. 5.

■ KKIC (950 khz) Boise, Idaho—Seeks CP to change daytime TL and replace ant. App. Aug. 1.

■ KTCJ (690 khz) Minneapolis—Seeks mod. of lic. to operate by remote control from main SL. App. Aug. 5.

■ WYAK (1270 khz) Surfside Beach, S.C.—Seeks CP to make changes in ant. sys. App. Aug. 5.

■ KRUN (1400 khz) Ballinger, Tex.—Seeks mod. of CP to request specified hours of operation. App. Aug. 1.

■ KLO (1430 khz) Ogden, Utah—Seeks CP to change TL. App. Aug. 5.

FM's

Accepted

■ WKRG-FM (99.9 mhz) Mobile, Ala.—Seeks mod. of CP to change HAAT to 1,804 ft. App. Aug. 1.

■ WREZ (103.3 mhz) Mongomery, Ala.—Seeks CP to change ERP to 100 kw; change HAAT to 991 ft., and change TL. App. Aug. 1.

■ KSUR-FM (99.5 mhz) Greenfield, Calif.—Seeks CP to change HAAT to 492 ft. and change TL. App. Aug. 1.

■ KDOL-FM (97.7 mhz) Mojave, Calif.—Seeks mod. of lic. to install new transmission sys. App. Aug. 5.

■ KZYR (103.1 mhz) Avon Colo.—Seeks CP to change HAAT to 460.5 ft. App. Aug. 1.

■ KAZY (106.7 mhz) Denver—Seeks CP to change HAAT to 987 ft. App. Aug. 1.

■ KKMG (98.9 mhz) Pueblo, Colo.—Seeks CP to change TL and change HAAT to 1,210 ft. App. Aug. 1.

■ WOVV (95.5 mhz) Fort Pierce, Fla.—Seeks CP to change ERP to 100 kw; change HAAT to 982.69 ft., and change TL. App. Aug. 1.

■ WVEE (103.3 mhz) Atlanta—Seeks CP to change HAAT to 1,022 ft. and change TL. App. Aug. 1.

■ WWKI (100.5 mhz) Kokomo, Ind.—Seeks CP to change ERP to 28 kw. App. Aug. 1.

■ KKKX (95.7 mhz) Ottawa, Kan.—Seeks CP to change HAAT to 981 ft. App. Aug. 1.

■ KMAJ (107.7 mhz) Topeka, Kan.—Seeks CP to change HAAT to 1,214.4 ft. and change TL. App. Aug. 1.

■ KHAA (106.7 mhz) Port Sulphur, La.—Seeks CP to change ERP to 100 kw; change HAAT to 981 ft., and change TL. App. Aug. 1.

Summary of broadcasting
as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WFUR-FM (102.9 mhz) Grand Rapids, Mich.—Seeks CP to change ERP to 50 kw. App. Aug. 1.

■ WRPM-FM (107.9 mhz) Poplarville, Miss.—Seeks CP to change ERP to 92 kw; change HAAT to 1,459 ft., and change TL. App. July 31.

■ KRXL (94.5 mhz) Kirksville, Mo.—Seeks CP to change TL and change HAAT to 990 ft. App. Aug. 1.

■ KNSS (98.1 mhz) Carson City, Nev.—Seeks CP to change TL; change ERP to 5.9 kw, and change HAAT to 2,274.52 ft. App. Aug. 1.

■ WITU (103.5 mhz) Cobleskill, N.Y.—Seeks mod. of CP to change TL and change HAAT to 492 ft. App. Aug. 1.

■ WPAC (92.7 mhz) Ogdensburg, N.Y.—Seeks CP to change ERP to 3 kw. App. July 31.

■ WFMX (105.7 mhz) Statesville, N.C.—Seeks CP to change HAAT to 100 kw and change TL. App. Aug. 1.

■ WAYZ-FM (101.5 mhz) Waynesboro, Pa.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 230 ft., and install DA. App. Aug. 1.

■ KWCB (94.3 mhz) Floresville, Tex.—Seeks CP to install aux. sys.; change TL; change SL to 1905 10th St., Floresville, Tex., and change HAAT to 300 ft. App. Aug. 1.

■ KWNS (104.9 mhz) Winnsboro, Tex.—Seeks CP to change HAAT to 282 ft. App. July 31.

■ WKDE-FM (105.5 mhz) Alta Vista, Va.—Seeks CP to change TL and change HAAT to 328 ft. App. Aug. 1.

■ *WJYJ (90.5 mhz) Fredericksburg, Va.—Seeks CP to change ERP to 50 kw and change HAAT to 538 ft. App. Aug. 1.

■ WMJR (107.7 mhz) Warrenton, Va.—Seeks CP to change ERP to 45 kw; change HAAT to 515 ft., and change TL. App. Aug. 1.

TV's

Accepted

■ *KBDI-TV (ch. 12) Broomfield, Colo.—Seeks CP to change ERP to vis. 229 kw, aur. 25 kw. App. Aug. 1.

■ WCBD-TV (ch. 2) Charleston, S.C.—Seeks MP to change TL and change HAAT to 1,949.7 ft. App. July 31.

Actions

AM's

■ WHOF (1320 khz) Coleman, Fla.—Granted app. to change SL. Action July 26.

■ WKLS (970 khz) Atlanta—Granted app. to change SL to 1800 Century Blvd., Atlanta. Action July 25.

■ KLLA (1570 khz) Leesville, La.—Granted app. to make changes in ant. sys. Action July 22.

■ WQKA (850 khz) Penn Yan, N.Y.—Granted app. to make changes in ant. sys. Action July 22.

■ KKNX (1400 khz) Huntsville, N.Y.—Granted app. to increase nighttime power to 1 kw. Action July 22.

■ KOZI (1230 khz) Chelan, Wash.—Dismissed app. to change TL. Action July 24.

■ KAAR (1480 khz) Vancouver, Wash.—Granted app. to reduce daytime power to 1 kw and make changes in ant. sys. Action July 24.

■ WXCO (1230 khz) Wausau, Wis.—Granted app. to make changes in ant. sys. Action July 22.

FM's

■ KBRQ-FM (105.1 mhz) Denver—Granted app. to change TL and change HAAT to 1,328.9 ft. Action July 24.

■ *WETA-FM (90.9 mhz) Washington—Granted app. to make changes in ant. sys. Action July 29.

■ WBOD (100.9 mhz) Canton, Ill.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 328 ft. Action July 30.

■ WQTZ (92.7 mhz) Decatur, Ind.—Granted app. to change TL: change HAAT to 396.88 ft., and make changes in ant. sys. Action July 23.

■ WCLS-FM (99.5 mhz) Detroit—Granted app. to change ERP to 21 kw. Action July 29.

■ *WTHS (89.9 mhz) Holland, Mich.—Granted app. to change submission of measure FM DA data. Action July 29.

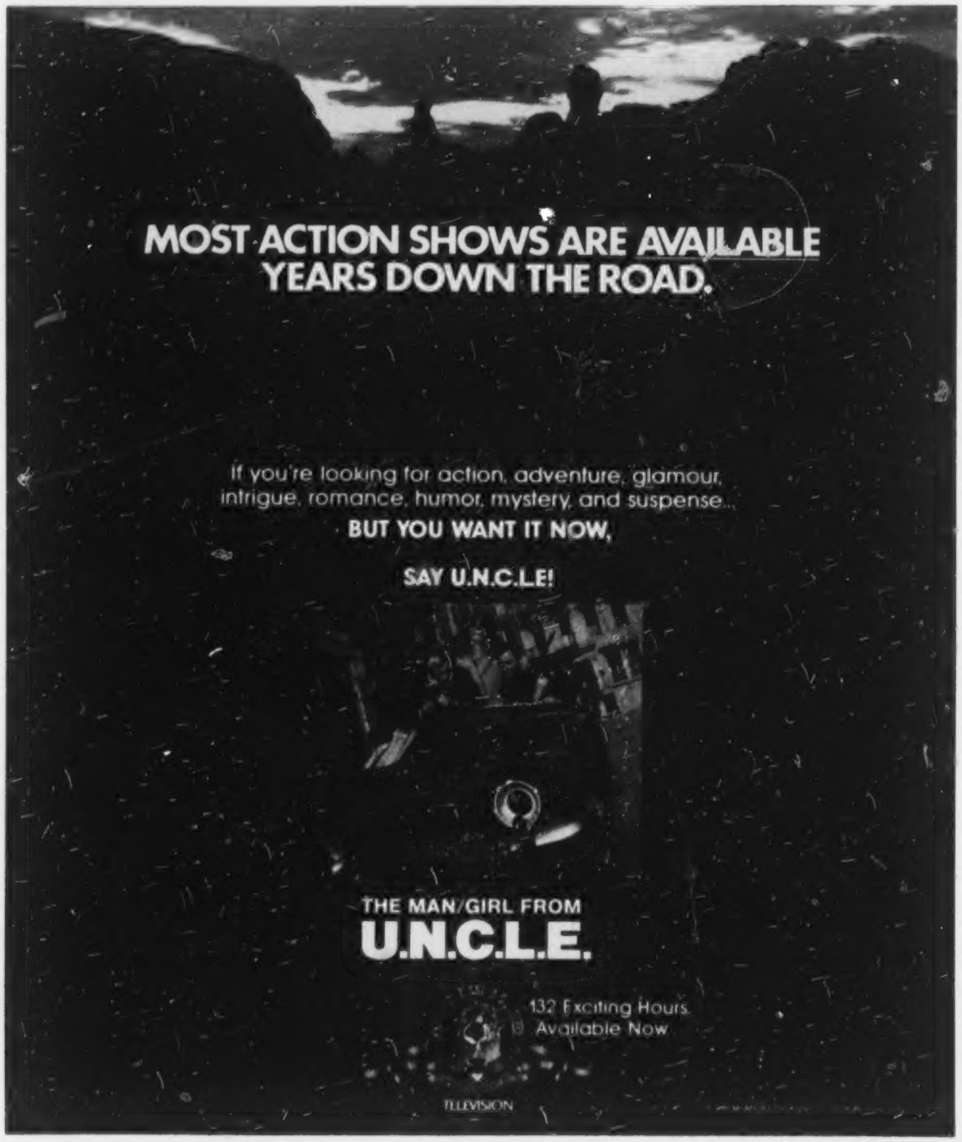
■ WOKQ (97.5 mhz) Dover, N.H.—Returned app. to change TL; change HAAT to 499.9 ft., and make changes in ant. sys. Action July 25.

■ WLCQ (98.3 mhz) Clarksville, Va.—Granted app. to change HAAT to 298.48 ft. Action July 30.

C 1750-1

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 19



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Vol. 109 No. 8

Broadcasting Aug 19

Summit on Super Radio proposal
The figures behind the Murdoch acquisition
A cable scrambling situationer

MEETING OF MINDS □ Leaders of top trade associations related to radio meet at NAB for discussion of proposed "super radio" association. **PAGE 31.**

PUTTING IT TOGETHER □ Rupert Murdoch and investment bankers still assembling financial package for Metromedia purchase. **PAGE 35.**

FIRST REMEMBERED □ Broadcasters and members of the legal community, among others, are kicking off bicentennial celebration of the U.S. Constitution. **PAGE 36.**

HOLLYWOOD BEAT □ Agreement is reached whereby Murdoch will keep Metromedia Producers Corp. autonomous production unit, although Murdoch owns 50% of another studio, 20th Century Fox. **PAGE 36.**

GOING PUBLIC □ Two companies with divergent interests in the Fifth Estate, cable MSO Rogers Cablesystems and group broadcaster TVX, make public offering statements. **PAGE 37.**

TAKING A LOOK □ FCC designates former Dodge City, Kan., station, KTTL(FM), for rehearing but programing issues will not be a part of proceedings. **PAGE 38.**

MOUNTING OFFENSIVE □ ABC is making inroads into CBS dominance in daytime ratings among the networks. **PAGE 42.**

AOR LOOK □ Torbet Radio study finds that successful album-oriented-rock formats are "melting pots" for other format possibilities. **PAGE 46.**

TAKING BIDS □ Some 150 companies mailed prospectuses for UPI. **PAGE 55.**

SAYING NO □ FCC shelves tariff relief request made by NAB that seeks to alleviate higher rates for radio stations. **PAGE 60.**

FROM ONE AGENCY TO ANOTHER □ FCC reprimands Los Angeles sheriff's office for alleged improper influence in UHF television proceeding. **PAGE 60.**

TRICKLING IN □ ABC/Capcities merger draws few petitions to deny at FCC. **PAGE 62.**

OPENING DAY □ CBS's new magazine show, *West 57th*, opens to mixed reviews. **PAGE 68.**

CONUS CONNECTION □ Satellite news gathering company plans "full text" television from Washington for the benefit of stations nationwide. **PAGE 69.**

NEW INFO □ Bonneville Telecommunications announces expansion of its text service with three new financial-information services for users of Macintosh computer. **PAGE 71.**

THE RIGHT PLACE □ Ray Stanfield, of Chapman Associates, has had a varied career in broadcasting, but he has found his niche in the successful sale of broadcast properties. **PAGE 95.**

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At NBC Entertainment, Brian Frons, vice president of daytime programs, said that producers of the third-placed network's shows have changed their emphasis, with action and adventure being accented to bring in younger audiences. NBC has five shows in development for the 10-11 a.m. NYT hour on its schedule. Frons also said NBC is "taking a hard look" at the future of *Search for Tomorrow* (12:30-1 p.m. NYT). In all, he said, bringing NBC back in ratings will require "drastic improvements" from 12:30 to 4 p.m. "That's where the money is," he said in reference to advertising dollars, "and that's where there's softness in the competition." Such softness, he said, was a reference to the effect a hit such as ABC's *General Hospital* could have on a daypart that is not prone to change easily.

NBC has reported that it is the only network that gained female viewers 18 years of age and older from Oct. 1, 1984, to May 24, 1985, going from 3.59 million during the same period a year ago to 3.72 million this year, a gain of 4%. For the same period, CBS slipped from 5.16 million to 4.96 million, a decline of 9%, and ABC from 5.07 million to 4.69 million, a decline of 7%.

Frons said that the strength of NBC's schedule was in its two "powerhouses"—*Wheel of Fortune* (11-11:30 a.m. NYT) and *Days of Our Lives* (1-2 p.m. NYT)—adding that the success of the schedule depends on *Days*: "Whither goes *Days* goes the afternoon lineup."

As for the progress of *Santa Barbara*, which finds itself in a tough position (3-4 p.m. NYT) opposite *General Hospital* on ABC and *Guiding Light* on CBS, Frons reiterated NBC Chairman Grant Tinker's willingness to give the show a two-year trial. ☐

Torbet study tracks attitudes about AOR

Choice of records, use of consultants are subjects

Many album-oriented rock (AOR) station managers and program directors believe the most successful AOR outlets are "melting pots" of many other formats. That was one of the findings of a Torbet Radio programing survey which obtained responses from 109 AOR station managers (50) and program directors (59).

The survey also revealed that over half of

Twelve in a row for NBC

NBC racked up its 12th consecutive ratings victory during the week ending Aug. 11, with a Nielsen National Television Index average rating/share of 12.6/24. And ABC managed to better its usual summer performance thanks largely to a rebroadcast on Tuesday (9-11 p.m. NYT) of the pilot of ***Moonlighting***, which tied for third for the week. ABC and CBS each scored 11.2/21.

NBC had four of the week's top five programs, and six of the top 10, as CBS and NBC each had two of the top 10. Among the top 10 for NBC was an unsuccessful pilot for the 1984-85 season, ***Anything for Love***, starring Vicki Lawrence and Lauren Tewes, which placed 10th. According to an NBC spokesman, the network is considering bringing the show back into production, possibly as a midseason replacement. NBC has already ordered two more scripts, but has not OK'd production. A new cast would be used if it is produced, and it would be retitled ***What Are Friends For?***.

The premiere of NBC's new news magazine, ***American Almanac***, with Roger Mudd (Tuesday 10-11 p.m. NYT), scored a 10.1/18 to place 45th on the week's schedule of 63 programs. The week's other two news magazines, ***20/20*** (16.5/30) on ABC and ***60 Minutes*** (16.2/35) on CBS, were seventh and eighth, respectively.

Ratings and the number of homes using television (HUT) were down from last year, which was boosted by the summer Olympics, continuing a pattern seen in recent weeks. HUT's were at 53.9, compared to 56.9 in the same week last year. Combined network ratings were down from 43.4 last year to 35, and combined shares were down from 77.6 to 65.3.

In nightly wins, ABC took Saturday and Tuesday (the highest-rated night of the week) while NBC took Wednesday, Thursday and Friday and CBS took Monday and Sunday.

■ A closer race than usual for a Monday took place last week, with CBS pulling out a victory, but only by one-tenth of a rating point. The ***ABC Monday Night Movie*** (14.1/24), ***Command 5***, scored a 14.1, with its second hour getting a 14.8 rating.

■ ABC won Tuesday night with the third-ranked ***Moonlighting*** pilot, along with a good lead-in at 8-9 p.m. with ***Who's the Boss*** (13.8/27) and ***Three's a Crowd*** (14.3/26). The ***CBS Tuesday Night Movie***, "The Wall," got an 8/14. ***American Almanac*** got a 10.1/18 on NBC at 10-11.

■ With ***Anything for Love*** and the fifth-ranked ***Facts of Life*** (9-9:30), NBC took Wednesday. ***Steel Collar Man***, an unsuccessful pilot on CBS at 8-9 p.m., did an 11/21.

■ In NBC's Thursday line-up, the addition of another episode of ***Cheers***, in place of ***Night Court***, gave the network both the 8-9 and the 9-10 hours. But NBC could not win 10-11 from ABC's ***20/20***.

■ Friday, another NBC win, saw ***Miami Vice*** (10-11) capture an 18.6/34 to rank second for the week. At 8-10, ABC was winning the night, with ***Webster***, ***Comedy Factory***, ***Benson*** and ***Off the Rack***.

■ Saturday saw ABC win the night, even though it lost 10-11 p.m. to ***Hunter*** (11.1/22). At 8-11, the ***CBS Saturday Night Movie***, "Ivanhoe," scored a 9.3/19.

■ Sunday belonged to CBS's regular lineup with the number eight and six shows, ***60 Minutes*** (7-8), and ***Murder, She Wrote*** (8-9). ***Crazy Like a Fox*** (9-10) placed 12th.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	19.6/39
2.	Miami Vice	NBC	18.6/34
3.	Family Ties	NBC	18.3/34
4.	Moonlighting	ABC	18.3/32
5.	Facts of Life	NBC	17.4/31
6.	Murder, She Wrote	CBS	16.7/32
7.	20/20	ABC	16.5/30
8.	60 Minutes	CBS	16.2/35
9.	Cheers	NBC	15.8/29
10.	Anything for Love	NBC	15.7/28
11.	Cheers	NBC	15.6/27
12.	Crazy Like a Fox	CBS	15.2/27
13.	Highway to Heaven	NBC	14.4/27
14.	Three's A Crowd	ABC	14.3/26
15.	Newhart	CBS	14.3/23
16.	The Cradle Will Fall	CBS	14.1/25
17.	Kate & Allie	CBS	14.1/24
18.	Command 5	ABC	14.1/24
19.	Trapper John, M.D.	CBS	14.0/25
20.	Her Life as a Man	NBC	13.9/25
21.	Who's the Boss?	ABC	13.8/27
22.	The Covenant	NBC	13.7/23
23.	A Team	NBC	13.4/25
24.	Cagney & Lacey	CBS	13.2/23
25.	Simon & Simon	CBS	12.8/23
26.	Riptide	NBC	12.3/21
27.	Hill Street Blues	NBC	12.2/22
28.	TV Bloopers & Practical Jokes	NBC	12.2/22
29.	Scarecrow & Mrs. King	CBS	12.0/22
30.	Webster	ABC	11.9/27
31.	St. Elsewhere	NBC	11.5/21
32.	Benson	ABC	11.2/23
33.	Hunter	NBC	11.1/22
34.	D-5-B: Steel Collar Man	CBS	11.0/21
35.	Love Boat	ABC	10.9/22
36.	Scene of the Crime	NBC	10.9/20
37.	T.J. Hooker	ABC	10.8/24
38.	Hardcastle & McCormick	ABC	10.8/20
39.	Off the Rack	ABC	10.7/20
40.	Finder of Lost Loves	ABC	10.6/21
41.	Comedy Factory	ABC	10.5/22
42.	Hotel	ABC	10.5/19
43.	Motown Review	NBC	10.4/20
44.	Disney Special	NBC	10.1/20
45.	American Almanac	NBC	10.1/18
46.	Gimme A Break	NBC	9.4/19
47.	Life's Embarrassing Moments	ABC	9.4/17
48.	Ivanhoe	CBS	9.3/19
49.	Mama's Family	NBC	9.3/18
50.	Venom	ABC	9.0/17
51.	The Electric Horseman	ABC	9.0/16
52.	Zorro, The Gay Blade	CBS	8.9/17
53.	Magnum, P.I.	CBS	8.7/17
54.	Knight Rider	NBC	8.5/19
55.	Knots Landing	CBS	8.5/15
56.	Foulups, Bleeps & Blunders	ABC	8.3/15
57.	The Wall	CBS	8.0/14
58.	Our Time	NBC	7.8/18
59.	Rock 'n' Roll Summer Action	ABC	7.6/14
60.	It's Your Move	NBC	7.5/16
61.	Ripley's Believe it or Not	ABC	6.9/15
62.	Dynasty	ABC	6.8/12
63.	Dukes of Hazzard	CBS	6.1/13

*indicates premiere episode

- WKQB (107.5 mhz) North Charleston, S.C.—Seeks CP to change HAAT to 1,005 ft. App. Aug. 7.
- WTCB-FM (106.7 mhz) Orangeburg, S.C.—Seeks CP to install aux. sys. App. Aug. 7.
- WGOX (101.7 mhz) Ravenel, S.C.—Seeks CP to change ERP to 1.32 kw and change HAAT to 482 ft. App. Aug. 12.
- WTPR-FM (105.5 mhz) Paris, Tenn.—Seeks CP to change ERP to 2 kw and change HAAT to 390.32 ft. App. Aug. 7.
- KAYD (97.5 mhz) Beaumont, Tex.—Seeks mod. of CP to change TL; change HAAT to 482.16 ft., and make changes in ant. sys. App. Aug. 7.
- KIOU (96.5 mhz) Corpus Christi, Tex.—Seeks CP to change TL; change ERP to 97 kw, and change HAAT to 1,001 ft. App. Aug. 7.
- KWCB (94.3 mhz) Floresville, Tex.—Seeks CP to install aux. sys.; change TL and SL to 1905 10th Street, Floresville, and change HAAT to 300 ft. App. Aug. 7.
- KNOK-FM (107.5 mhz) Fort Worth—Seeks CP to change TL; change ERP to 26.3 kw, and change HAAT to 1,577.7 ft App. Aug. 6.
- KNIF (95.3 mhz) Gilmer, Tex.—Seeks CP to change ERP to 1 kw and change HAAT to 574 ft. App. Aug. 9.
- KGRA (106.3 mhz) Kermit, Tex.—Seeks mod. of CP to change TL; change HAAT to 274 ft., and make changes in ant. sys. App. Aug. 7.
- KSAQ (96.1 mhz) San Antonio, Tex.—Seeks CP to change TL and change HAAT to 1,635 ft. App. Aug. 7.
- WSVS-FM (104.7 mhz) Crewe, Va.—Seeks CP to change TL and change HAAT to 982 ft. App. Aug. 7.
- WPED-FM (102.3 mhz) Crozet, Va.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 239.44 ft. App. Aug. 7.
- *WJYJ (90.5 mhz) Fredericksburg, Va.—Seeks CP to change ERP to 35 kw; change HAAT to 538 ft. App. Aug. 8.
- WTID (106.9 mhz) Suffolk, Va.—Seeks CP to change TL and change HAAT to 1474.69 ft. App. Aug. 7.
- WPKX-FM (105.9 mhz) Woodbridge, Va.—Seeks mod. of CP to change ERP to 28 kw and change HAAT to 647.96 ft. App. Aug. 7.
- KFFM (107.3 mhz) Yakima, Wash.—Seeks CP to change TL and change HAAT to 1,500 ft. App. Aug. 7.
- WVCX (98.9 mhz) Tomah, Wis.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,193 ft., and make changes in ant. sys. App. Aug. 7.

TV's

Accepted

- KARK-TV (ch. 4) Little Rock, Ark.—Seeks CP to replace ant. App. Aug. 6.
- WXIX-TV (ch. 19) Newport, Ky.—Seeks CP to change ERP to vis. 3,797 kw, aur. 380 kw; change HAAT to 1,506 ft., and replace ant. App. Aug. 12.
- WDAU-TV (ch. 22) Scranton, Pa.—Seeks CP to install aux. sys. App. Aug. 7.

Actions

AM's

- KWXY (1340 khz) Cathedral City, Calif.—Granted app. to increase day power to 1 kw. Action Aug. 1.
- KKDV (1390 khz) Fields Landing, Calif.—Granted app. to change TL. Action July 26.
- KCBQ (1170 khz) San Diego—Granted app. to change daytime monitored radials. Action Aug. 1.
- KGDP (660 khz) Santa Ynez, Calif.—Granted app. to change TL. Action Aug. 5.
- KZZZ (94.7 mhz) Kingman, Ariz.—Dismissed app. to change TL; change ERP to 25.22 kw, and change HAAT to 3,640.48 ft. Action Aug. 5.
- WLS (890 khz) Chicago—Granted app. to replace aux. ant. Action Aug. 1.
- WCEG (1530 khz) Middleborough, Mass.—Granted app. to change TL and make changes in ant. sys. Action Aug. 1.
- WEW (770 khz) St. Louis—Returned app. to increase power to 10 kw; install DA-D, and make changes in ant. sys. Action Aug. 5.
- WBUD (1260 khz) Trenton, N.J.—Granted app. to modify nighttime standard direction pattern. Action Aug. 1.
- WARD (1550 khz) Pittston, Pa.—Granted app. to change TL. Action Aug. 1.
- WENA (1330 khz) Penuelas, P.R.—Returned app. to increase day power to 2.5 kw and night power to 1 kw. Action Aug. 5.

FM's

- KLOS (95.5 mhz) Los Angeles—Granted app. to operate formerly authorized facilities as first aux. and to operate formerly authorized aux. facilities as second aux. Action July 30.
- KNCQ (97.3 mhz) Redding, Calif.—Dismissed app. to change TL and change HAAT to 1,554.72 ft. Action Aug. 2.
- *WRAS (88.5 mhz) Atlanta—Granted app. to move ant. 724 ft. from authorized site and change tower height. Action July 31.
- WAYU (93.9 mhz) Lewiston, Me.—Granted app. to install transmission sys. Action July 31.
- WMUZ (103.5 mhz) Detroit—Granted app. to change ERP to 50 kw and change HAAT to 500 ft. Action Aug. 5.
- KRGK (104.9 mhz) Carthage, Mo.—Dismissed app. to operate formerly authorized facilities as aux. Action Aug. 2.

TV's

- WHBR (ch. 33) Pensacola, Fla.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,365 ft.; replace ant., and change TL. Action Aug. 2.
- KMSS-TV (ch. 33) Shreveport, La.—Granted app. to change ERP to vis. 4,532 kw, aur. 453.2 kw; change HAAT to 1,813 ft.; replace ant., and change TL. Action July 31.
- WWAT (ch. 53) Chillicothe, Ohio—Granted app. to change ERP to vis. 615 kw, aur. 61.5 kw; change HAAT to 604 ft.; change ant., and change TL. Action Aug. 2.
- KDOR (ch. 17) Bartlesville, Okla.—Granted app. to change ERP to vis. 3,981 kw, aur. 398 kw; change HAAT to 1,247 ft.; replace ant., and change TL. Action Aug. 5.

Call Letters

Applications

Call	*Sought by*
	New FM's
KDEC-FM	The Scenic Broadcasting Co. Decorah, Iowa
KAWQ	Cheryl A. Stallard, Wamego, Kan.
	Existing AM
KDYN	KZRK Ozark Communications Inc., Ozark, Ark.
	Existing FM's
KDYN-FM	KZRK-FM Ozark Communications Inc., Ozark, Ark.
WBCI	WNON Boone County Broadcasters Inc., Lebanon, Ind.
*WVWV	WHPW West Virginia Educational Broadcasting Authority, Huntington, W. Va.

Summary of broadcasting
as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Grants

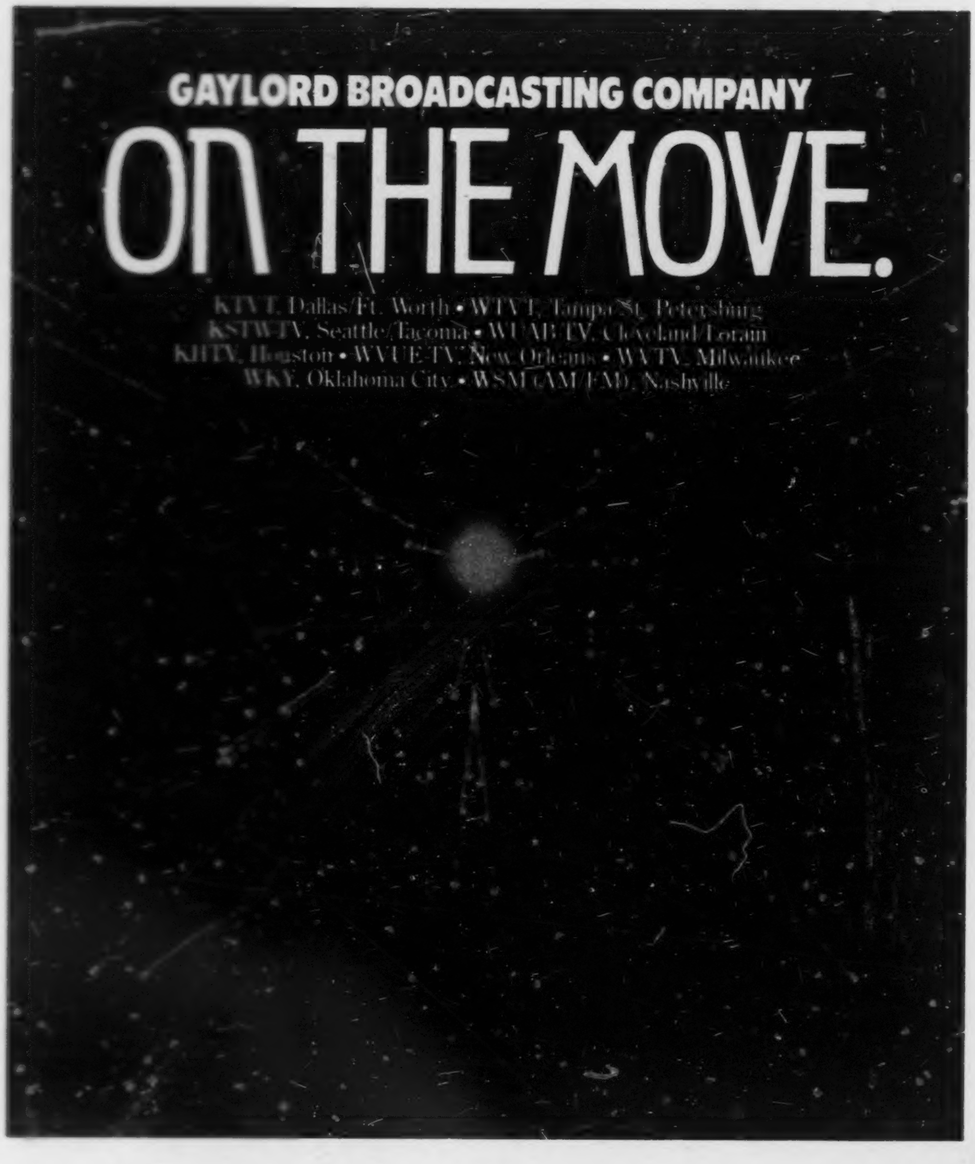
Call	*Assigned to*
	New AM
WCOR	Virginia L. Baker, dba Mint Hill Media, Mint Hill, N.C.
	New FM
*KAOR	The University of South Dakota, Vermillion, S.D.
	New TV
KTGF	Video International Publisher Inc., Great Falls, Mont.
	Existing AM's
WSFU	WACQ A.B. Helms, dba Helms Broadcasting, Tallassee, Ala.
KFIV	KZUN Community Modesto Broadcasting Corp., Modesto, Calif.
WNAQ	WNVR Sage Broadcasting Corp. of Naugatuck Inc., Naugatuck, Conn.
WOPY	WIIZ Caleb Communications Inc., Jacksonville, N.C.
WWNK	WSAI Booth American Co., Cincinnati
KXXY	KCNN Summit Communications of Oklahoma Inc., Oklahoma City
KBOY	KRVC M-3-X Inc., Medford, Ore.
WOBG	WNOW Penn Central Broadcasting Inc., York, Pa.
WDVT	WFLN Masada Corp., Philadelphia
	Existing FM's
WSFU-FM	WSCA A.B. Helms, dba Helms Broadcasting, Union Springs, Ala.
KQNS-FM	KRUE Smoky Hill Broadcasting Co., Lindsborg, Kan.
KYYX	KILA Columbia Theater Co., Henderson, Nev.
*KILA	KYYD Faith Communications Corp., Las Vegas
WWNK-FM	WKXF Booth American Co., Cincinnati
WSAN	WLID Carlos Juan Colon Ventura, Vieques, P.R.
KLTY	KJIM Statewide Broadcasting of Dallas Inc., Arlington, Tex.
	Existing TV's
WBOT-TV	WDVI Delaware Valley Broadcasters Limited Partnership, Wilmington, Del.
WXIN	WPDS-TV Outlet Communications Inc., Indianapolis
KTVH	KTVG KTVH Inc., Helena, Mont.
WJCB	WUHX-TV Tidewater Christian Communications Corp., Norfolk, Va.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 26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The Best of Local Television Journalism

Vol. 109 No. 9

Broadcasting Aug 26

NBC ponders cable news service
Special Report on local journalism

PULLING BACK ☐ ABC to complete layoff of some 350 employes by Labor Day. **PAGE 31.**

MUST-CARRY APPEAL ☐ NAB and 13 other broadcasters ask for stay of implementation of court of appeals must-carry decision. **PAGE 31.**

ANOTHER CABLE NEWS OPERATION? ☐ NBC is exploring idea of cable news service. **PAGE 33.**

FOR LEASE ☐ Intelsat raises proposal to lease excess transponder capacity on its satellite system. **PAGE 35.**

FOR SALE ☐ Evening News Association sends letters to shareholders, disclosing that company is on the market. **PAGE 37.**

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OUT FOR COMMENT ☐ FCC releases notice of inquiry seeking input on how it should handle corporate takeovers. **PAGE 101.**

POST PURCHASE ☐ Washington Post Co. buys most of Capital Cities Communications cable systems, totaling 350,000 homes, for $350 million. **PAGE 104.**

C-SPAN POLL ☐ Cable public affairs network finds it is gaining support in its drive to televise Senate proceedings. **PAGE 105.**

CONVENTION OPENING ☐ Cable industry gathers in Atlanta for Eastern Cable Show. **PAGE 107.**

U.S. MAN ☐ Phil Lind has led Canadian and U.S. expansion of Toronto's Rogers Cablesystems, now one of the world's largest cable operators. **PAGE 135.**

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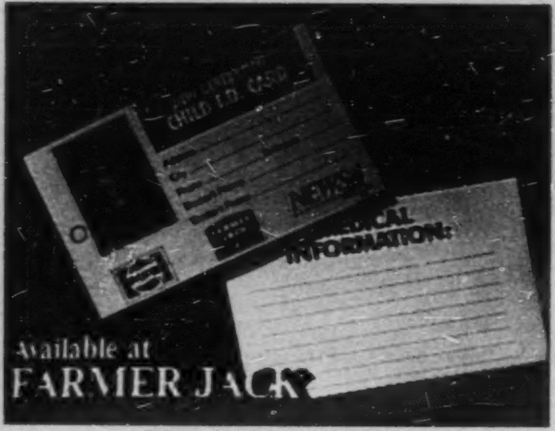

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and is app. for seven new FM's. Filed July 12.

■ Aspen, Colo.—Aspen FM Inc. seeks 107.1 mhz; 470 w; HAAT: 804 ft. Address: P.O. Box 3884, 81612. Principal is owned by Martha Tapias (76.2%) and Cynthia Chardonnay (23.8%). Tapias is account executive with SIN Television Network. Chardonnay is employed by *Aspen Daily News*. Applicant has no other broadcast interests. Filed July 12.

■ Aspen, Colo.—Aspen Skywave Inc. seeks 107.1 mhz; 480 w; HAAT: 255 m. Address: 557 Addison, Palo Alto, Calif. 94301. Principal is principally owned by Rosanna Rascon. It has no other broadcast interests. Filed July 12.

■ Grand Junction, Colo.—Mid-America Gospel Radio Network seeks 107.9 mhz; 38.9 kw; HAAT: 2,878 ft. Address: One Parkside Plaza, 1430 Olive St., St. Louis, Mo. 63103. Principal is controlled by Harold S. Schwartz, but is owned by Gary Morse and Burt W. Kaufman. It owns seven FM's. Filed July 12.

■ Grand Junction, Colo.—Penny Drucker seeks 104.3 mhz; 37.5 kw; HAAT: 2,952.1 ft. Address: 5275 Hatch Dr., Evergreen, Colo. 80439. Principal is also app. for five LPTV's. Filed July 12.

■ Grand Junction, Colo.—Beacon Broadcasting seeks 104.3 mhz; 100 kw; HAAT: 1,310 ft. Address: P.O. Box 7008, Columbus, Ga. 31908. Principal is owned by William Kitchen, who also owns KBQN(AM) Pago Pago, American Samoa, and WOCD-TV Amsterdam, N.Y. Filed July 12.

■ Grand Junction, Colo.—Nancy Cappetto seeks 104.3 mhz; 45.7 kw; HAAT: 2,912 ft. Address: 2145 N. 17th Circle, 81501. Principal has no other broadcast interests. Filed July 12.

■ Grand Junction, Colo.—Monument Broadcasters seeks 104.3 mhz; 100 kw; HAAT: 1,385 ft. Address: 486 Tiara Dr., 81503. Principal is equally owned by James G. Spehar and his wife, Bonnie. It has no other broadcast interests. Filed July 12.

■ Grand Junction, Colo.—Echonet Corp. seeks 104.3 mhz; 37.5 kw; HAAT: 2,952.1 ft. Address: 1925 W. Dartmouth, Englewood, Colo. 80110. Principal is equally owned by Candy M. Ergen; her husband, Charles, and Tom Ortolf. It owns LPTV in Nacogdoches, Tex., and is app. for over 60 other LPTV's. Filed July 12.

■ Grand Junction, Colo.—Susan Lundborg seeks 104.3 mhz; 100 kw; HAAT: 1,003 ft. Address: Suespath, Quogue, N.Y. 11959. Principal is also app. for new FM's in Reno. Filed July 11.

■ Silverton, Colo.—San Juan Christian Broadcasting seeks 99.3 mhz; 790 w; HAAT: 577 ft. Address: 225 W. 14th St., Silverton, Colo. 81433. Principal is owned by Steven P. Ingham and his wife, Nancee. It has no other broadcast interests. Filed July 11.

■ Eastpoint, Fla.—Sun & Sand Broadcasters seeks 100.9 mhz; 3 kw; HAAT: 300 ft. Address: 1591 Boyle Rd., Hamilton, Ohio 45013. Principal is owned by Clair D. Plessinger (37.5%); her husband, Richard (37.5%), and Ann Maribona (25%). It has no other broadcast interests. Filed July 12.

■ Marco, Fla.—Marco Minority Associates seeks 92.7 mhz; 3 kw; HAAT: 328 ft. Address: 3736 Winkfield Pl., Columbus, Ga. 31909. Principal is owned by Margaret R. Angell (20%), Enrique S. Rivera (20%) and Angell's mother, Rita (60% ltd. partner). It has no other broadcast interests. Filed July 12.

■ Marco, Fla.—Dee Whitmore seeks 92.7 mhz; 3 kw; HAAT: 300 ft. Address: P.O. Box 18524, Tampa, Fla. 33609. Principal has no other broadcast interests. Filed July 12.

■ Marco, Fla.—Maranatha Broadcasting Co. seeks 92.7 mhz; 3 kw; HAAT: 328 ft. Address: East Rock Road, Allentown, Pa. 18103. Principal is owned by Richard C. Dean (92%) and David G. Hinson (8%). It owns WFMZ-FM-TV Allentown, Pa. Dean is also app. for four new FM's. Filed July 12.

■ Marco, Fla.—Television Systems Inc. seeks 92.7 mhz; 3 kw; HAAT: 328 ft. Address: 1085 Bald Eagle Dr., B-503, Marco Island, Fla. 33937. Principal is owned by Esther B. Parcelles (80%) and Christa A. Garlitz (20%). It has no other broadcast interests. Filed July 12.

■ Marco, Fla.—Affirmative Broadcasting Corp. seeks 92.7 mhz; 3 kw; HAAT: 201 ft. Address: 2036 Canal St., Fort Myers, Fla. 33901. Principal is owned by Edward Young, who has no other broadcast interests. Filed July 12.

■ Mexico Beach, Fla.—Wooten Broadcasting seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 4183, Panama City, Fla. 32401. Principal is owned by Charles T. Wooten (29%); his wife, Merri (26%); Tanna M. Farrell (25%), and Robert E. King (20%). Wooten is contract engineer. Farrell is traffic director at noncommercial WKGC-AM-FM Panama City, Fla., where King is also on board of trustees. Filed July 12.

■ Kanoehe, Hawaii—Gila Monster Broadcasting Co. seeks 104.3 mhz; 100 kw; HAAT: 1,000 ft. Address: 2517 W. Calle Padilla, Tucson, Ariz. 85705. Principal is owned by Homero Serapio Pacheco, who has no other broadcast interests. Filed July 12.

■ Kanoehe, Hawaii—Betty Fossbind seeks 104.3 mhz; 100 kw; HAAT: minus 308 ft. Address: 3095 Aldercrest Dr., Tillamook, Ore. 97141. Principal has no other broadcast interests. Filed July 12.

■ Kanoehe, Hawaii—FM Kanoehe Ltd. Partnership seeks 104.3 mhz; 63 kw; HAAT: 2,211 ft. Address: 629 Elepaio St., Honolulu, Hawaii 96816. Principal is principally owned by George L. Lindemann. It has no other broadcast interests. Filed July 12.

■ Kanoehe, Hawaii—Kanoehe FM Ltd. Partnership seeks 104.3 mhz; 79.4 kw; HAAT: 2,182 ft. Address: 1015 Gayley Ave., Box 347, Los Angeles, 90024. Principal is owned by John P. Marcom and Maile Meyer. It is also app. for over 40 LPTV's. Filed July 12.

■ Kanoehe, Hawaii—Kanoehe Radio seeks 104.3 mhz; 66 kw; HAAT: 2,127 ft. Address: 240 Kuuhale St., Kailua, Hawaii 96734. Principal is equally owned by Sally Ann Blanchard, Anthony P. DiGiovanni and Franklin J. Diminio. They are also app.'s for new FM in San Clemente, Calif. Filed July 12.

■ Kanoehe, Hawaii—Tropic-Aire Ltd. seeks 104.3 mhz; 87.1 kw; HAAT: 2,086 ft. Address: 1018 Cedar Grove Rd., Lynnewood, Pa. 19096. Principal is owned by Karen J. Gross, who is also app. for new FM in Reno. Filed July 12.

■ Kanoehe, Hawaii—Betty Conway seeks 104.3 mhz; 5 kw; HAAT: 1,007 ft. Address: P.O. Box 711, New Albany, Ind. 47150. Principal has no other broadcast interests. Filed July 12.

■ Kanoehe, Hawaii—Windward Broadcasting Inc. seeks 104.3 mhz; 63 kw; HAAT: 2,150 ft. Address: 122 Mallard Ave., Bel Air, Storm Lake, Iowa 50588. Principal is principally owned by Yolene May Fekel and Evaresto P. Conselva. It has no other broadcast interests. Filed July 12.

■ Kanoehe, Hawaii—Brenda R. Tanger seeks 104.3 mhz; 100 kw; HAAT: 1,064.2 ft. Address: 35 Fox Lane, Newton Centre, Mass. 02159. Principal, with family, owns WTMI(FM) Miami, Fla. Filed July 12.

■ Preston, Idaho—Cache Country Inc. seeks 96.7 mhz; 105 w; HAAT: 225.6 ft. Address: P.O. Box 235, 83236. Principal is owned by Michael Lish, who has no other broadcast interests. Filed July 12.

■ Blackfoot, Idaho—Sandra Lee Walton seeks 101.5 mhz; 100 kw; HAAT: 1,468 ft. Address: 611 E. 135th St., Glenpool, Okla. 74033. Principal has no other broadcast interests. Filed July 12.

Summary of broadcasting
as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Blackfoot, Idaho—Clare Marie Ferguson seeks 101.5 mhz; 100 kw; HAAT: 1,004 ft. Address: 168 Pierce St., Twin Falls, Idaho 83301. Principal is also app. for new FM in Baker, Ore. Filed July 12.

■ Blackfoot, Idaho—Small Market Minority Radio seeks 101.5 mhz; 100 kw; HAAT: 1,468 ft. Address: 6161 Oakey, Las Vegas, 89102. Principal is owned by Shara Whitney, who has no other broadcast interests. Filed July 12.

■ Blackfoot, Idaho—Radio Representatives Inc. seeks 101.5 mhz; 100 kw; HAAT: 1,513 ft. Address: P.O. Box 660, Santa Ynez, Calif. 93460. Principal is owned by G. Dawn Delgatty (33.3%) and four others at 16.6% each: her brother, N. James Patterson; his wife, Sharon A. Patterson; his brother, Sherwood H. Patterson, and his wife, Myrlin. It owns KGDP(AM) [CP] Santa Ynez, Calif. Sharon and James Patterson own KIRV(AM) Fresno, Calif. Filed July 11.

■ Blackfoot, Idaho—Rebecca Radio of Idaho seeks 101.5 mhz; 100 kw; HAAT: 1,003 ft. Address: 3530 N.E. 25th Terrace, Fort Lauderdale, Fla. 33308. Principal is owned by Rebecca Ann Fulton (60%); her husband, Peter (10%), and Kathleen D. Walker (30%). It is also app. for new FM in Marco, Fla. Walker is business manager of WNWS(AM) South Miami, Fla. Peter Fulton is consultant to Metroplex Communications Inc., Cleveland-based station group of two AM's and five FM's. Filed July 11.

■ Blackfoot, Idaho—Q Prime Inc. seeks 101.5 mhz; 100 kw; HAAT: 1,897.9 Address: 212 11th St., Hoboken, N.J. 07030. Principal is equally owned by Clifford N. Burnstein and Peter D. Mensch. It is app. for five new FM's. Filed July 12.

■ Blackfoot, Idaho—Michelle Anderton seeks 101.5 mhz; 100 kw; HAAT: 1,511 ft. Address: 1612 Harvard Ave., Salt Lake City 84105. Principal is app. for new FM in Stephenville, Tex. Filed July 12.

■ Blackfoot, Idaho—Richard P. Bott seeks 101.5 mhz; 100 kw; HAAT: 1,646 ft. Address: 8603 Buckingham Lane, Kansas City, Mo. 64138. Principal is owner of Bott Broadcasting, Kansas City-based station group of four AM's. Filed July 11.

■ Van Buren, Ind.—Central Broadcasting Corp. seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 120 North Miller Ave., Marion, Ind. 46952. Principal is principally owned by William M. Quigg. It also owns WBAT(AM) Marion, WBIW(AM)-WFIF(FM) Bedford, Ind., and WBEX(AM)-WKKJ(FM) Chillicothe, Ohio. Filed July 11.

■ Van Buren, Ind.—Charles J. Saltzman seeks 99.3 mhz; 3 kw; HAAT: 276.5 ft. Address: 20355 N.E. 34th Ct., #2421, North Miami Beach, Fla. 33180. Principal is app. for six new FM's. Filed July 2.

■ Van Buren, Ind.—Keymarket Communications of Indiana seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 1 Tall Pine Court, Augusta, Ga. 30909. Principal is station group of eight AM's and eight FM's, equally owned by Paul Rothfuss, Kirby Confer and Donald Alt. Filed July 12.

■ Van Buren, Ind.—Umberger Radio seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 1001 Ridge Ave., Clearwater, Fla. 33515. Principal is owned by Ben L. Umberger and family. It owns WIKX(AM) Immokalee, Fla. It has interest in WGGG(AM) Gainesville, Fla., and WGLV(AM) Micanopy, Fla. Filed July 11.

■ Van Buren, Ind.—Randall L. Huston seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 1202 Three Rivers East, Fort Wayne, Ind. 46802. Principal is anchorman for WPTA-TV Fort Wayne. Filed July 12.

■ Van Buren, Ind.—Douglas G. Harding seeks 99.3 mhz; 3 kw; HAAT: 309.5 ft. Address: 10009 Harlech Lane, Jeffersontown, Ky. 40299. Principal has no other broadcast interests. Filed July 5.

■ Van Buren, Ind.—Robert A. Weaver seeks 99.3 mhz; 3 kw; HAAT: 309.5 ft. Address: 510 West Main St., Portland, Ind. 47371. Principal is general manager of, and has interest in, WPGW-AM-FM Portland, Mich. He also has interest in WBUT(AM)-WLER(FM) Butler, Pa. Filed July 11.

■ Baraga, Mich.—Mary Verkest seeks 104.3 mhz; 100 kw; HAAT: 987 ft. Address: Route 8, Hayward, Wis. 54843. Principal, with her husband, James, owns WFCL-AM-FM Clintonville, Wis. Filed July 12.

■ Harbor Springs, Mich.—Harbor Springs Radio Ltd. seeks 103.9 mhz; 1.8 kw; HAAT: 400 ft. Address: Box 11101, Lansing, Mich. 48901. Principal is owned by William J. Dickson (30%), D.C. Schaberg (50%), John A. Yaroch (10%) and Steven Dougan (10%). Filed Aug. 12.

■ Harbor Springs, Mich.—Margaret Keon seeks 103.9 mhz; 3 kw; HAAT: 328 ft. Address: 591 Redwood Highway, Mill Valley, Calif. 94941. Principal has no other broadcast interests. Filed July 12.

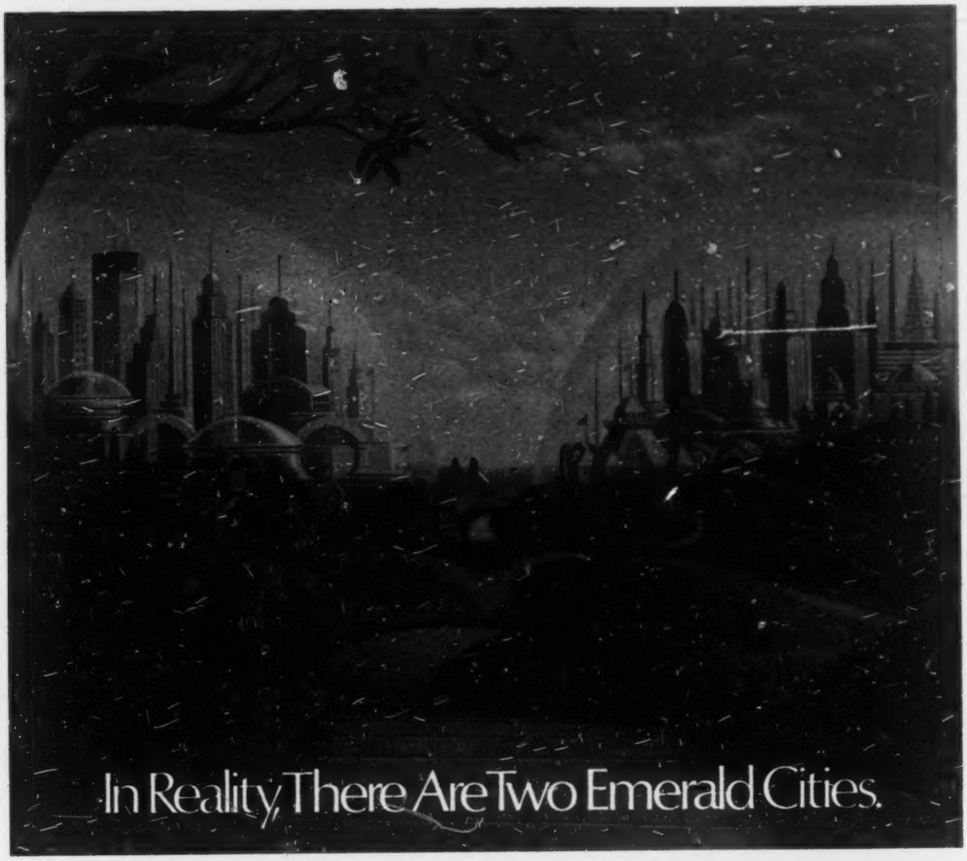
■ Pentwater, Mich.—M-S Communications Inc. seeks 103.1 mhz; 3 kw; HAAT: 328 ft. Address: 1883 Eloise Dr., Muskegon, Mich. 49444. Principal is owned by Mark L.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 2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54th Year 1985

TV's big three: squaring off for '85-'86 race

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Vol. 109 No. 10

Broadcasting □ Sep 2

Gannett wins ENA bidding war
Group W Cable up for sale
Mini-series mania

BIDDING WINNER □ Gannett Co. purchases Evening News Association for $717 million, ending bidding war begun by L.P. Media. **PAGE 31.**

ON THE BLOCK □ Westinghouse Broadcasting and Cable puts its cable operations up for sale. Some 140 systems with over 2 million subscribers expected to fetch between $2.4 billion and $2.8 billion. **PAGE 32.**

FALL LINEUP □ Networks begin staggered introduction of new fall shows with core of the new schedule to air later this month. **PAGE 34.**

FINAL DAYS □ Space WARC in Geneva is winding down with a number of issues still to be resolved. **PAGE 38.**

VIDEO SHOW □ With penetration of videocassette recorders expected to reach 28% by the end of the year, the home video market continues to expand, as evidenced by the Video Dealers Association convention in Washington. **PAGE 42.**

REALITY GAP □ National Commission on Working Women study finds television families not reflective of real families. **PAGE 44.**

LONG-FORM STAKES □ The mini-series is increasingly becoming a staple of the networks' programing plans. BROADCASTING talks with David Wolper, a highly successful mini-series producer, and looks at what the networks have in development for the fall. **PAGE 45-48.**

PBS PREVIEW □ PBS adds 21 new programs to its fall schedule with several dealing with controversial topics. **PAGE 48.**

VIDEO BUY □ Viacom purchases MTV Networks for $690 million. Move gives company substantial stake in both pay and basic service universe. **PAGE 50.**

ON THE REBOUND □ RKO General President Shane O'Neil says troubled company is well on its way toward recovering from license, billing problems. **PAGE 52.**

CAPPING THE RECAP □ Multimedia shareholders get document detailing company's recapitalization plan, which reveals new shares of stock will initially trade at $10. **PAGE 56.**

QUINCY FILING □ Cable industry files against stay of must-carry decision. **PAGE 59.**

RUSSIAN INCLUSION □ Intelsat and Russia sign memorandum of understanding regarding country's participation in worldwide satellite system. **PAGE 62.**

CABLE SHOW □ Eastern Cable Show concentrates on improving revenue stream. Pay-per-view, advertising and better marketing frequently mentioned as cures. **PAGE 71-74.**

RADIO COUNTDOWN □ Attendance projections are running ahead of last year for joint Radio Convention of NAB and NRBA. **PAGE 75.**

GOAL ORIENTED □ Michael Garin of Telepictures believes in setting his goals high. And in reaching them. **PAGE 103.**

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- Two-thirds of all TV children live with one parent, step-parents or legal guardians. In reality, four out of five children live with both parents.
- No black children on TV (except those on *The Cosby Show*) live with their natural parents, and 80% of all black children are upper middle class or wealthier. In reality, the study says, black children live in a variety of family settings and one out of two black children lives in poverty.
- More than half of all television children live with their fathers, who experience no difficulties being a single parent. In reality 90% of all children in single parent homes live with their mothers, whose average annual income is under $9,000.

The report was funded by the women's division of the general board of global ministries of the United Methodist Church. It is the first of a series by the commission, with one on "older" women on television in the planning stages for next spring, Steenland said. ☐

Making the most of mini-series

Although the program form has experienced lower ratings in past season, networks are still enthusiastic about its value

All three networks are going for mini-series in a big way next season, despite recent declines in ratings for that genre of programing. Indeed, network executives and producers staunchly insist the mini-series format is still strong. The weaker performance of mini-series last season—down an average 18% in ratings—was due principally to the selection of programs and their scheduling, executives explain, rather than to any cooling of viewer interest in the form.

Viewers will be seeing more mini-series of shorter length this season—although they also will see the mega-length, 24-hour *North and South* saga on ABC—and more two-nighter episodes with average lengths of four to five hours.

The concern with mini-series is not purely academic. Just a few seasons ago, the format was heralded as the savior of network television. Episodes from both *Roots* and *The Thorn Birds* were among the most-watched television programs of all time, but some of last season's mini-series events averaged the kind of ratings usually reserved for underperforming series. However, the networks more than doubled the number of hours (from 36 to 80) of mini-series that aired, which presumably contributed to the ratings shortfall.

Next to ABC's *North and South*, the longest mini-series next season is NBC's nine-hour *Peter The Great*. Five mini-series are seven hours each, and the remaining six are four hours each. There is even some dispute whether a limited series of four hours length is a "mini-series." According to the National Academy of Television Arts and Sciences, sponsor of the annual Emmy Awards, a

CBS ties NBC for first in ratings race

NBC had its summer ratings streak broken for the week ending Aug. 25, as CBS tied NBC in average ratings, and beat it in average share. According to Nielsen's National Television Index (NTI), CBS had a 12.6 average rating and a 23 average share, while NBC had a 12.6/22, and ABC had an 11.8/21. Until that time, NBC had won 13 consecutive weeks.

The week's only premiere, CBS's yuppie comedy-drama, ***Hometown*** (Thursday 10-11 p.m. NYT), scored a 13.8/24, to tie with a repeat of ***Cagney and Lacey*** for 23d on the week's schedule of 60 programs. In its second week, CBS's news magazine, ***West 57th*** (Tuesday, 10-11 p.m. NYT), slid from its premiere of 10.5/19 to 9.7/17. A repeat of CBS's Civil War mini-series, the eight-hour, three-part ***Blue and the Gray***, averaged an 11.4/21.

HUT levels for the week were up 6%, from last year's 53.4 to 56.6, and combined ratings and shares were up considerably, by 30% and 22% respectively. Last year's combined ratings were 28.4, while this year's were 37. Combined shares rose from 53.7 last year to 65.7 this year.

In nightly wins, CBS won Sunday, Monday, and Wednesday, NBC won Thursday and Friday, and ABC won Tuesday and Saturday.

- CBS won Monday on the strength of third- and fourth-ranked ***Kate and Allie*** and ***Newhart***, at 8-9 p.m. NYT, which enjoyed a 16th-ranked lead-in from ***Scarecrow and Mrs. King*** (8-9 p.m. NYT). On ABC, ***NFL Pre-season Football*** (9 p.m.-12:08 a.m. NYT), Denver vs. San Francisco (13.2/23), outperformed ***ABC Monday Night Baseball***.
- ABC won every hour on Tuesday night, which included the ninth-ranked ***Magruder and Loud*** and the 12th-ranked ***Moonlighting***. The ***CBS Tuesday Night Movie***, "The In-Laws," did a 9.8/17.
- A repeat of the ***Ninth Circus of the Stars***, 9-11 p.m. NYT, helped give CBS a win on Wednesday. NBC took the 8-9 p.m. NYT hour with ***Highway to Heaven***.
- NBC took Thursday as its normal lineup included four of the week's top 10 shows. At 10 p.m., ABC's ***20/20*** (13.9/25) edged out the debut of ***Hometown***. Thursday was the highest-ranked night on the schedule (16.2/29).
- Friday, an NBC win, featured the the fifth-ranked ***Miami Vice*** (10-11 p.m.). The first episode of ***Blue and the Gray*** (8-11 p.m. NYT) scored a 9.8/19.
- With one-and-a-half-hour episodes of ***Love Boat*** and ***Finder of Lost Loves***, ABC won Saturday night, taking every hour. Preseason NFL football on NBC scored a 9.2/18.
- Sunday saw a tight battle among the three networks, as CBS took the night on the strength of the sixth-ranked ***60 Minutes***. In its second week, ***oceanQuest***, on NBC, won its time period (8-9 p.m. NYT). The ***ABC Sunday Night Movie***, "The Sting," won the 9-10 p.m. period and tied CBS's third part of ***Blue and the Gray*** from 10 to 11 p.m.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	20.9/39
2.	Family Ties	NBC	18.1/32
3.	Kate & Allie	CBS	17.2/27
4.	Newhart	CBS	17.1/27
5.	Miami Vice	NBC	16.9/31
6.	Cheers	NBC	16.5/28
7.	60 Minutes	CBS	16.0/32
8.	Night Court	NBC	15.9/27
9.	MacGruder and Loud	ABC	15.7/28
10.	Circus of the Stars	CBS	15.7/27
11.	Simon & Simon	CBS	15.7/27
12.	Moonlighting	ABC	14.8/24
13.	Riptide	NBC	14.7/24
14.	Three's A Crowd	ABC	14.6/25
15.	Finder of Lost Loves	ABC	14.5/27
16.	Scarecrow & Mrs. King	CBS	14.4/25
17.	A Team	NBC	14.4/25
18.	Demon Murder Case	NBC	14.4/24
19.	The Sting	ABC	14.3/24
20.	Facts of Life	NBC	14.2/24
21.	oceanQuest	NBC	13.9/25
22.	20/20	ABC	13.9/25
23.	*Hometown	CBS	13.8/24
24.	Cagney & Lacey	CBS	13.8/23
25.	Remington Steele	NBC	13.7/24
26.	Double Trouble	NBC	13.7/22
27.	Who's the Boss?	ABC	13.6/24
28.	Blue and the Gray, pt. 3	CBS	13.5/23
29.	Football—Denver vs. S.F.	ABC	13.2/23
30.	Little House: Farewell	NBC	13.0/21
31.	Hill Street Blues	NBC	12.9/23
32.	Highway to Heaven	NBC	12.7/23
33.	I Had Three Wives	CBS	12.3/23
34.	Magnum, P.I.	CBS	12.2/22
35.	Love Boat	ABC	11.6/23
36.	Hardcastle & McCormick	ABC	11.2/20
37.	Webster	ABC	11.1/23
38.	Blue and the Gray, pt. 2	CBS	11.0/21
39.	Benson	ABC	10.8/20
40.	Life's Embarrassing Moments	ABC	10.7/20
41.	St. Elsewhere	NBC	10.5/18
42.	Off the Rack	ABC	10.3/19
43.	Today: At Night	NBC	10.3/18
44	Hotel	ABC	10.2/17
45.	Mr. Belvedere	ABC	9.9/19
46.	Blue and the Gray, pt. 1	CBS	9.8/19
47.	The In-Laws	CBS	9.8/17
48.	West 57th	CBS	9.7/17
49.	Motown Review	NBC	9.5/18
50.	Football, Miami-L.A. Raiders	NBC	9.2/18
51.	Airwolf	CBS	8.9/18
52.	Diff'rent Strokes	NBC	8.8/18
53.	Knight Rider	NBC	8.6/17
54.	Silver Spoons	NBC	8.1/16
55.	Dynasty	ABC	8.0/13
56.	Rock 'n' Roll Summer Action	ABC	7.9/14
57.	Our Time	NBC	7.5/15
58.	Meteor	ABC	7.4/13
59.	Punky Brewster	NBC	7.2/15
60.	Ripley's Believe It or Not	ABC	7.2/15

*indicates premiere episode

change ERP to vis. 1,603.25 kw, aur. 160.32 kw; change HAAT to 200 ft., and change TL. App. Aug. 15.

■ WMFP (ch. 62) Lawrence, Mass.—Seeks MP to change ERP to vis. 3,200 kw, aur. 320 kw and change HAAT to 929 ft. App. Aug. 23.

■ WIIM-TV (ch. 8) Iron Mountain, Mich.—Seeks MP to change HAAT to 556 ft. App. Aug. 16.

■ WTUV (ch. 33) Utica, N.Y.—Seeks MP to change ERP to vis. 6.95 kw, aur. .695 kw and change HAAT to 772 ft. App. Aug. 26.

■ WASV-TV (ch. 62) Asheville, N.C.—Seeks MP to change ERP to vis. 8.4 kw, aur. 84 kw; change HAAT to 154 ft, and change TL. App. Aug. 20.

■ KVNJ-TV (ch. 15) Fargo, N.D.—Seeks CP to change ERP to vis. 8 kw, aur. .8 kw; change HAAT to 197 ft.; change ant., and change TL. App. Aug. 13.

■ WBNX-TV (ch. 55) Akron, Ohio—Seeks MP to move SL outside city of lic. App. Aug. 26.

■ WWSG-TV (ch. 57) Philadelphia—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,159 ft., and replace ant. App. Aug. 21.

■ KPEJ (ch. 24) Odessa, Tex.—Seeks MP to change ERP to vis. 4,453.2 kw, aur. 890.6 kw, change HAAT to 1,100 ft., and change TL. App. Aug. 22.

Actions

AM's

■ KIFW (1230 khz) Sitka, Alaska—Granted app. to increase day and night power to 1 kw. Action Aug. 6.

■ KTNN (660 khz) Window Rock, Ariz.—Granted app. to change TL. Action Aug. 13.

■ KVVQ (910 khz) Hesperia, Calif.—Granted app. to change TL. Action Aug. 6.

■ KRVV (1360 khz) Vail, Colo.—Granted app. to change freq. to 610 khz. Action Aug. 9.

■ WGTO (540 khz) Cypress Gardens, Fla.—Granted app. to increase power to 5 kw. Action Aug. 9.

■ WZEP (1460 khz) De Funiak Springs, Fla.—Granted app. to increase power to 5 kw. Action Aug. 8.

■ WBIX (1010 khz) Jacksonville Beach, Fla.—Granted app. to add night service with 10 kw; install DA-D, and make changes in ant. sys. Action Aug. 8.

■ WNOG (1270 khz) Naples, Fla.—Granted app. to increase power to 2.5 khz. Action Aug. 9.

■ WGNZ (650 khz) Titusville, Fla.—Granted app. to change city of lic. to Christmas, Fla. Action Aug. 7.

■ WAEC (860 khz) Atlanta—Dismissed app. to change city of lic. to Mableton, Ga. Action Aug. 12.

■ KBBK (970 khz) Rupert, Idaho—Granted app. to change TL. Action Aug. 8.

■ WFEN (1160 khz) Fenton, Mich.—Granted app. to change TL. Action Aug. 7.

■ KSRN (1590 khz) Sun Valley, Nev.—Granted app. to change TL. Action Aug. 8.

■ WERA (1590 khz) Plainfield, N.J.—Granted app. to augment standard night pattern. Action Aug. 7.

■ WSML (1190 khz) Graham, N.C.—Dismissed app. to add night service with 1 kw; increase day power to 10 kw; install DA-N; change freq. to 1200 khz; change TL, and change SL to Ivey Road, Graham, N.C. Action Aug. 7.

■ WBIG (1470 khz) Greensboro, N.C.—Granted app. for direct measurement of ant. power. Action Aug. 15.

■ WETC (540 khz) Wendell, N.C.—Granted app. to change SL. Action Aug. 13.

■ KBND (1110 khz) Bend, Ore.—Granted app. to operate with 12.5 kw non DA. Action Aug. 6.

■ KRUN (1400 khz) Ballinger, Tex.—Granted app. to request specified hours of operation. Action Aug. 8.

■KFRZ (800 khz) Brigham City, Utah—Granted app. to increase power to 1 kw and change TL. Action Aug. 8.

■ KBBO (1390 khz) Yakima, Wash.—Granted app. to increase day power to 5 kw; reduce night power to 500 w, and install DA-2. Action Aug. 8.

FM's

■ KWBO (98.1 mhz) Hot Springs, Ark.—Granted app. to change SL to 600 West Main, Hot Springs. Action Aug. 20.

■ KXGO (93.1 mhz) Arcata, Calif.—Dismissed app. to operate formerly main facilities as aux. Action Aug. 12.

■ KHCR (95.5 mhz) Paauilo, Hawaii—Granted app. to change TL; change ERP to 3 kw, and change HAAT to minus 186.96 ft. Action Aug. 9.

■ WFRB-FM (105.3 mhz) Frostburg, Md.—Returned app. to change HAAT to 959 ft. Action Aug. 5.

■ KDHL-FM (95.9 mhz) Faribault, Minn.—Denied app. to change TL; change ERP to 3 kw, and change HAAT to 328 ft. Action Aug. 6.

■ KAAQ (105.9 mhz) Alliance, Neb.—Granted app. to change HAAT to 705 ft. Action Aug. 7.

■ KILA-FM (95.5 mhz) Henderson, Nev.—Granted app. to change SL to 1515 East Tropicana, Building B, Las Vegas. Action Aug. 13.

■ *WCQS (88.1 mhz) Asheville, N.C.—Returned app. to change TL; change ERP to .26 kw; change HAAT to 1,132 ft., and make changes in ant. sys. Action Aug. 6.

■ KELI-FM (92.1 mhz) Broken Arrow, Okla.—Granted app. to change SL to 6931 South 66th East Avenue, Tulsa, Okla. Action Aug. 12,

■ WHYL-FM (102.3 mhz) Carlisle, Pa.—Granted app. to change TL; change HAAT to 328 ft.; install DA, and make changes in ant. sys. Action Aug. 8.

■ WYFM (102.9 mhz) Sharon, Pa.—Granted app. to install new transmission sys. Action Aug. 2.

■ WCOS-FM (97.9 mhz) Columbia, S.C.—Granted app. to change SL to 2440 Millwood Ave., Columbia. Action Aug. 12.

■ WWDM (101.3 mhz) Sumter, S.C.—Granted app. to use former main facilities as aux. Action Aug. 7.

TV's

■ KARK-TV (ch. 4) Little Rock, Ark.—Granted app. to replace ant. Action Aug. 15.

■ KTHV (ch. 11) Little Rock, Ark.—Granted app. to replace ant. and change HAAT to 1,710 ft. Action Aug. 15.

■ WHCT-TV (ch. 18) Hartford, Conn.—Dismissed app. to change ERP to vis. 3,258 kw, aur. 325.8 kw and change HAAT to 1,115.1 ft. Action Aug. 12.

■ KBFD (ch. 32) Honolulu—Granted app. to change HAAT to 424 ft. and change TL. Action Aug. 16.

■ *KHBU-TV (ch. 14) Houston—Granted app. to change ERP to vis. 4,500 kw, aur. 450 kw; change HAAT to 1,336 ft.; replace ant., and change TL. Action Aug. 15.

In Contest

Review Board made following decisions:

■ Chicago (Video 44 and Monroe Communications Corp.) TV proceeding. Scheduled oral argument for Aug. 23 on exceptions to initial decision of ALJ Joseph Chachkin conditionally granting app. of Monroe Communications for new TV station on ch. 44 presently occupied by WSNS-TV, and denying app. for renewal of Video 44. Each party has 20 minutes for argument. Video 44 may reserve part of its time for rebuttal. By letter, July 24.

■ Universal City and Marble Falls, Tex. (Gandores Corp., et al) AM proceeding. Granted request for agreements; dismissed apps. of Marble Falls Broadcasting and Worden Communications Co.; granted app. of Gandores Corp. for new AM station at Universal City, and terminated proceeding. By order, July 31.

ALJ Joseph Chachkin made following decision:

■ San Diego (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted motion by C & E Partners and dismissed its app. with prejudice and granted motion by Arden Lawrence Sniffen Jr. and dismissed his app. with prejudice. By order, July 25.

ALJ John H. Conklin made following decision:

■ Mobile, Ala. (Mobile TV 61 Inc. and South Alabama Telecasters) TV proceeding. Dismissed South Alabama Telecasters' app. for failure to prosecute its app. By order, July 30.

ALJ Thomas B. Fitzpatrick made following decisions:

■ Redding, Calif. (Clapp and Auel Microwave Communications and Lipper LaRue) MDS proceeding. Granted joint request for settlement agreement; two applicants will merge into partnership with Marvin Clapp, Carl Auel, Michael Lipper and Knox LaRue with 25% each; dismissed Clapp and Auel Microwave's app. with prejudice; granted amended app. of Lipper LaRue for new MDS station at Redding, and terminated proceeding. By MO&O, Aug. 1.

ALJ Byron E. Harrison made following decision:

■ Watertown, N.Y. (790 Communications and Thomas Gramuglia) FM proceeding. By separate orders: granted motions by 790 Communications and added issues against Gramuglia, among other things, to determine if he had reasonable assurance of availability of his first and second transmitter site and to determine if he failed to notify FCC within 30 days of FAA's actions with respect to his transmitter site; to determine if he misrepresented facts or lacked candor with environmental impact of first proposed tower, and to determine if Gramuglia possesses basic and/or comparative qualifications to become commission licensee. By MO&O, July 24.

ALJ Edward J. Kuhlmann made following decisions:

■ Los Angeles and Norwalk, Calif. (RKO General Inc. and Fidelity Television Inc.) TV proceeding. On judge's own motion, deleted following intervenors apps.: Professional Broadcasters Group Inc., Women in Broadcasting Corp., First City Communications Inc., Florida Southern Broadcasters, Broadway Broadcasters and City Broadcasting Co. By MO&O, July 25.

■ San Antonio, Tex. (Vela Broadcasting Co., et al) TV proceeding. Granted motion by Televista Corp. and dismissed Salinas-Oatman Corp.'s app. with prejudice and granted motion by Fiesta Communications and dismissed its app. with prejudice. By MO&O, July 25.

ALJ Edward Luton made following decisions:

■ Santa Barbara, Calif. (Coast TV, et al) TV proceeding. Granted motion by Solar Television Inc. and added, among other things, to determine if Mission Broadcasting Corp. improperly certified its app. as being complete and accurate, if it misrepresented facts or was lacking in candor of its ownership and effects on basic or comparative qualification of Mission to be commission licensee. By MO&O, July 31.

■ Morehead, Ky. (John H. Leland and Garcia Communications) TV proceeding. Neither applicant appeared at prehearing conference, therefore, judge dismissed apps. of Leland and Garcia with prejudice and terminated proceeding. By order, July 29.

■ Cadillac, Mich. (GRK Productions Inc. and Robin C. Brandt) TV proceeding. Granted joint request for settlement agreement; dismissed Brandt's app. with prejudice; granted GRK's app. for new TV station at Cadillac, and terminated proceeding. By MO&O, Aug. 7.

ALJ Walter C. Miller made following decision:

■ Venice, Fla. (Holiday Group, et al) TV proceeding. Granted joint request for joint settlement agreement and dismissed Santa Rosa Broadcasting Inc.'s app. with prejudice. By

Summary of broadcasting
as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 9

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Vol. 109 No. 11

Broadcasting Sep 9

RMPC in Dallas □ RTNDA in Nashville
"At Large" with Larry King
Deadlock at Space WARC

TOP 500 □ BROADCASTING's survey of the top 10 radio stations in the top 50 markets finds adult contemporary the most popular format. **PAGE 35.**

GENEVA DISACCORD □ Representatives at Space WARC in Geneva hit snag on fixed satellite service planning. **PAGE 40.**

NEXT COURSE □ NAB says it will take its must carry appeal to the Supreme Court. **PAGE 38.**

RADIO SHOW □ The NAB-NRBA joint Radio '85 Management and Programing Convention gets under way in Dallas Convention Center this week. Some 7,000 are expected for the show which is packed with sessions on everything from "pornographic" rock lyrics to improving management techniques. **PAGE 46.** The agenda appears on **PAGES 50-58**, a rundown of the hospitality suites begins on **PAGE 61** and a list of exhibitors runs from **PAGES 62-69.**

NEWS SHOW □ Officials of the Radio-Television News Directors Association expect record crowds for its convention at the Opryland hotel in Nashville. Dan Rather, Peter Jennings and Jane Pauley among those scheduled to speak. **PAGE 70.** The agenda appears on **PAGES 72-78**, while a list of exhibitors runs from **PAGE 78 to 88.**

KING OF THE MIDNIGHT HOUR □ Larry King has become one of the premiere practitioners of the live radio interview. On the eve of the joint radio convention at which King will receive the industry's "Radio Award," BROADCASTING talked with the Mutual Broadcasting talk show host on the dynamics of the live broadcast interview. **PAGE 90.**

LIVE COMEBACK □ This past year has seen a resurgence in the number of live radio shows, including entertainment and baseball programs. **PAGE 96.**

YEAR-ROUND PUSH □ Affiliate boards of the three broadcast networks working to have prime time season extended, possibly to full year. **PAGE 98.**

FREE ADVICE □ Children's program producers are calling in experts for consultation on direction of animated programing. **PAGE 100.**

MOVING UP □ Number of television stations broadcasting in stereo continues to climb with more planning move. **PAGE 117.**

ON THE HILL AGENDA □ Radio and TV coverage of the Senate, political advertising and "pornographic" rock music lyrics on fall congressional schedule. **PAGE 119.**

NEWSMAN LAUREATE □ CBS correspondent and resident poet Charles Osgood has made a distinctive mark on both radio and television news. **PAGE 143.**

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RADIO TELEVISION CABLE SATELLITE

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TOP OF THE WEEK

Top of t owns
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The top 10 stations in the top 50 markets

What do many of the country's top radio stations have in common? An adult contemporary format.

That category, which also includes the newer "soft" contemporary sound, has emerged as the most widely programed format among the top 10 radio stations in the first 50 markets, according to BROADCASTING's annual survey based on the Arbitron spring 1985 metro rankings (total persons, 12-plus, average quarter hour, Monday-Sunday, 6 a.m.-midnight), which cover the period of March 28-June 19.

The AC format is being programed by just over 100 of these stations. The second most popular sound is contemporary hit, followed by country, easy listening and album-oriented rock.

One of the more successful major-market adult contemporary outlets is Blair's KVIL-FM Dallas, the only station with that format that finished first in the top 10 markets.

An indication of the growing popularity of the AC format this year is the acceptance of many medium-to-large-market stations of Transtar Radio Networks' 24-hour, light contemporary "Format 41" service (BROADCASTING, Aug. 26). The format's primary demographic target is 33-to-48-year-olds, with a median age of 41, hence the format's name. In August, KIQQ-FM Los Angeles switched from contemporary hit to "Format 41" ("Riding Gain," Aug. 12).

Contemporary hit radio (CHR) continues to excel in many of the top 50 markets, especially in New York and Los Angeles where, respectively, WHTZ(FM) and KIIS(FM) have become the market leaders.

But perhaps the most impressive showing among the nation's top markets this year is the resurgence of the album-oriented rock format, which many stations now call album-rock or album rock 'n' roll. The format registered first place finishes in several major markets including Philadelphia (WMMR[FM]); Boston (WBCN[FM]), and Cleveland (WMMS[FM]). However, with few exceptions, AOR remains a one-station-per-market format.

Similarly, easy listening stations made great strides in 1985. One reason may be that many of these stations have become more full-service-oriented. "Today's easy listening music mix is being backed by a total station effort to serve the listener and to become more visibly involved in the community," said Bert Wahlen, vice president of the FM Group of Group W Radio, which successfully uses the Bonneville easy listening format on its five stations. Wahlen noted that news, sports and business reports are now an integral part of the format.

In the top 25 markets, easy listening stations captured first place in Washington (WGAY-FM); Miami (WLYF[FM]); Tampa, Fla. (WWBA[FM]), and Denver (KOSI[FM]), and also took the second and third positions in Cleveland.

The country music format, which, according to the New York-based Radio Information Center, is the most widely programed among all commercial radio stations (BROADCASTING, July 22), was the third most popular among the 500 stations on the BROADCASTING list. Country fares better in markets 26-50, where it finished either first or second six times, than in the top 25 markets, where it landed in one of those two positions only once.

News/talk, although not among the top five formats in the survey, captured the first two positions in San Francisco (KGO[AM] and KCBS[AM]) and the top spot in Seattle (KIRO-[AM] and Phoenix (KTAR[AM]).

The complete ranking of the top 10 in the top 50 follows. Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's radio ratings service. The format listings, which generally reflect the spring rating period, were compiled from various sources.

□

1. New York

1. WHTZ(FM)	contemp. hit	175,200
2. WRKS(FM)	urban contemp.	159,300
3. WPLJ(FM)	contemp. hit	150,000
4. WOR(AM)	talk	148,300
5. WNEW-FM	AOR	126,200
6. WINS(AM)	news	122,400
7. WPAT-FM	easy listening	106,600
8. WCBS(AM)	news	104,300
9. WCBS(FM)	oldies	97,800
10. WBLS(FM)	black contemp.	95,700

2. Los Angeles

1. KIIS-FM	contemp. hit	137,200
2. KABC(AM)	talk	96,600
3. KBIG(FM)	easy listening	66,300
4. KJOI(FM)	easy listening	62,700
5. KOST(FM)	soft contemp.	58,300
6. KLOS(FM)	AOR	54,100
7. KMPC(AM)	nostalgia	53,500
8. KMET(FM)	AOR	50,400
9. KNX(AM)	news	49,000
10. KFWB(AM)	news	48,200

3. Chicago

1. WGN(AM)	MOR/talk	120,200
2. WLOO(FM)	easy listening	80,700
3. WGCI-FM	urban contemp.	67,200
4. WBMX(FM)	black contemp.	66,700
5. WBBM(AM)	news	60,500
6. WBBM-FM	contemp. hit	54,600
7. WLUP(FM)	AOR	47,500
8. WJJD(AM)	nostalgia	45,000

9.	WKQX(FM)	adult contemp.	44,900
10.	WLAK(FM)	adult contemp.	43,100

4. San Francisco

1.	KGO(AM)	news/talk	68,800
2.	KCBS(AM)	news/talk	43,900
3.	KSOL(FM)	urban contemp.	36,600
4.	KYUU(FM)	adult contemp.	32,200
5.	KABL-FM	easy listening	29,400
6.	KNBR(AM)	adult contemp.	28,900
7.	KIOI(FM)	adult contemp.	27,400
8.	KSAN-FM	country	26,700
9.	KABL(AM)	easy listening	25,800
10.	KNEW(AM)	country	23,700

5. Philadelphia

1.	WMMR(FM)	AOR	69,200
2.	WEAZ(FM)	easy listening	61,700
3.	WUSL(FM)	urban contemp.	58,700
4.	KYW(AM)	news	50,700
5.	WCAU(FM)	contemp. hit	44,600
6.	WDAS-FM	black contemp.	42,400
7.	WMGK(FM)	soft contemp.	41,400
8.	WPEN(AM)	nostalgia	34,300
9.	WCAU(AM)	news/talk	33,000
10.	WSNI(FM)	adult contemp.	28,500

6. Detroit

1.	WJR(AM)	MOR/talk	71,800
2.	WJLB(FM)	black contemp.	43,700
3.	WJOI(FM)	easy listening	42,300
4.	WRIF(FM)	AOR	41,800
5.	WHYT(FM)	contemp. hit	38,400
6.	WCZY(FM)	contemp. hit	37,900
7.	CKLW(AM)	nostalgia	36,300
8.	WWJ(AM)	news	33,900
9.	WNIC-FM	adult contemp.	28,400
10.	WLLZ(FM)	AOR	26,300

7. Boston

1.	WBCN(FM)	AOR	51,700
2.	WBZ(AM)	contemp. MOR	49,000
3.	WHDH(AM)	contemp. MOR	44,100
4.	WXKS-FM	contemp. hit	43,500
5.	WRKO(AM)	talk	39,700
6.	WHTT(FM)	contemp. hit	28,100
7.	WJIB(FM)	easy listening	26,600
8.	WEEI(AM)	news	25,800
9.	WROR(FM)	adult contemp.	21,500
10.	WAAF(FM)	AOR	21,400

8. Houston-Galveston

1.	KMJQ(FM)	black contemp.	51,500
2.	KKBQ-FM	contemp. hit	45,000
3.	KIKK-FM	country	37,600
4.	KODA(FM)	easy listening	36,500
5.	KLTR(FM)	adult contemp.	34,800
6.	KRBE-FM	adult contemp.	31,500
7.	KQUE(FM)	nostalgia	28,200
8.	KSRR(FM)	AOR	27,600
9.	KTRH(AM)	news	27,300
10.	KILT-FM	country	26,100

9. Washington

1.	WGAY(FM)	easy listening	47,000
2.	WKYS(FM)	urban contemp.	37,500
3.	WWDC-FM	AOR	35,600
4.	WMAL(AM)	MOR/talk	33,600
5.	WROX(FM)	contemp. hit	30,100
6.	WHUR-FM	black contemp.	29,300
7.	WAVA(FM)	AOR	25,300
8.	WMZQ-FM	country	23,900
9.	WLTT(FM)	adult contemp.	20,700
	WTOP(AM)	news	20,700

10. Dallas-Fort Worth

1.	KVIL-FM	adult contemp.	45,200
2.	KKDA-FM	urban contemp.	36,100
	WBAP(AM)	country	36,100
4.	KRLD(AM)	news	33,200
5.	KEGL(FM)	contemp. hit	28,300
6.	KPLX(FM)	country	26,000
7.	KMEZ-FM	easy listening	25,700
8.	KTXQ(FM)	AOR	25,100
9.	KSCS(FM)	country	22,800
10.	KZEW(FM)	AOR	21,100

11. Miami-Fort Lauderdale-Hollywood

1.	WLYF(FM)	easy listening	41,300
2.	WHYI(FM)	contemp. hit	37,100
3.	WSHE(FM)	AOR	32,300
4.	WQBA(AM)	Spanish	29,100
5.	WINZ-FM	contemp. hit	26,500
6.	WJQY(FM)	easy listening	20,500
7.	WHQT(FM)	contemp. hit/urban	19,700
8.	WINZ(AM)	news	17,700
9.	WEDR(FM)	urban contemp.	17,600
10.	WIOD(AM)	MOR/talk	17,200

12. Nassau-Suffolk, N.Y.

1.	WHTZ(FM)	contemp. hit	31,700
2.	WBLI(FM)	contemp. hit	25,000
3.	WBAB(FM)	AOR	22,900
4.	WNBC(AM)	adult contemp.	20,700
5.	WOR(AM)	talk	20,300
6.	WPLJ(FM)	contemp. hit	19,700
7.	WRFM(FM)	easy listening	18,800
8.	WNEW(FM)	AOR	17,300
9.	WCBS(FM)	oldies	17,000
10.	WCBS(AM)	news	16,500

13. Pittsburgh

1.	KDKA(AM)	adult contemp./talk	57,300
2.	WBZZ(FM)	contemp. hit	37,000
3.	WSHH(FM)	easy listening	35,700
4.	WDVE(FM)	AOR	30,600
5.	WWSW-FM	adult contemp.	18,500
6.	WAMO-FM	urban contemp.	17,900
7.	WHTX(FM)	contemp. hit/oldies	16,800
8.	WJAS(AM)	nostalgia	14,900
9.	WPNT(FM)	soft contemp.	14,400
10.	WTAE(AM)	adult contemp.	13,900

14. St. Louis

1.	KMOX(AM)	MOR/talk	73,900
2.	KSHE(FM)	AOR	48,500
3.	WIL-FM	country	25,300
4.	KMJM(FM)	urban contemp.	23,300
5.	KEZK(FM)	easy listening	21,100
6.	KSD-FM	adult contemp.	18,600
7.	KWK-FM	contemp. hit	18,500
8.	KHTR(FM)	contemp. hit	18,000
9.	WRTH(AM)	nostalgia	16,300
10.	KUSA(AM)	country	13,200

15. Atlanta

1.	WZGC(FM)	contemp. hit	41,900
2.	WVEE(FM)	urban contemp.	37,900
3.	WQXI-FM	contemp. hit	31,600
4.	WKHX(FM)	country	30,600
5.	WPCH(FM)	easy listening	22,400
6.	WKLS-FM	AOR	22,100
7.	WSB(AM)	adult contemp.	21,900
8.	WSB-FM	adult contemp.	18,700
9.	WFOX(FM)	adult cont./oldies	12,900
10.	WYAY(FM)	country	11,400

16. Baltimore

1.	WLIF(FM)	easy listening	36,600
2.	WBAL(AM)	adult contemp.	32,000
3.	WBSB(FM)	contemp. hit	27,400
4.	WIYY(FM)	AOR	25,800
5.	WXYV(FM)	urban contemp.	20,200
6.	WPOC(FM)	country	20,100
7.	WMKR(FM)	contemp. hit	17,700
8.	WFBR(AM)	adult contemp.	16,200
9.	WBGR(AM)	religious	12,400
10.	WYST-FM	adult contemp.	12,200

17. Seattle-Everett-Tacoma

1.	KIRO(AM)	news/talk	31,700
2.	KUBE(FM)	contemp. hit	23,300
3.	KISW(FM)	AOR	19,000
4.	KOMO(AM)	adult contemp.	18,200
5.	KSEA(FM)	easy listening	16,600
6.	KBRD(FM)	easy listening	15,700
7.	KLSY-FM	adult contemp.	12,800
8.	KMPS-FM	country	12,300
9.	KPLZ(FM)	contemp. hit	12,200
10.	KNBQ(FM)	contemp. hit	11,700

18. Minneapolis-St. Paul

1.	WCCO(AM)	variety	73,800
2.	KSTP-FM	adult contemp.	32,400
3.	WLOL-FM	contemp. hit	30,700
4.	KQRS-AM-FM	AOR	23,200
5.	KDWB-FM	contemp. hit	22,800
	WAYL(FM)	easy listening	22,800
7.	KEEY-FM	country	17,000
8.	KTCZ-FM	AOR	13,600
9.	WLTE(FM)	soft contemp.	12,000
10.	WDGY(AM)	country	10,700

19. Anaheim-Santa Ana, Calif

1.	KIIS-FM	contemp. hit	29,100
2.	KBIG(FM)	easy listening	21,600
3.	KABC(AM)	talk	18,300
4.	KJOI(FM)	easy listening	15,500
5.	KLOS(FM)	AOR	15,000
6.	KMPC(AM)	nostalgia	13,600
	KOST(FM)	soft contemp.	13,600
	KROQ(FM)	AOR	13,600
9.	KKHR(FM)	contemp. hit	12,900
10.	KMET(FM)	AOR	12,500

20. San Diego

1.	KFMB(AM)	adult contemp.	28,600
2.	KGB-FM	AOR	26,700
3.	KJQY(FM)	easy listening	24,400
4.	KFMB-FM	adult contemp.	19,300
5.	XTRA-FM	AOR	19,200
6.	KSDO(AM)	news/talk	17,100
7.	KSDO-FM	contemp. hit	16,800
8.	KLZZ(FM)	adult contemp.	12,500
9.	XHRM-FM	black contemp.	12,400
10.	KIFM(FM)	soft contemp.	11,600

21. Tampa-St. Petersburg, Fla.

1.	WWBA-FM	easy listening	43,600
2.	WRBQ-FM	contemp. hit	37,300
3.	WIQI(FM)	adult contemp.	21,100
4.	WQYK-FM	country	21,000
5.	WYNF(FM)	AOR	20,100
6.	WDAE(AM)	nostalgia	17,100
7.	WSUN(AM)	country	15,900
8.	WZNE(FM)	contemp. hit	14,700
9.	WFLA(AM)	MOR/talk	10,100
10.	WGUL-FM	nostalgia	9,200

22. Cleveland

1.	WMMS(FM)	AOR	31,200
2.	WDOK(FM)	easy listening	25,700
3.	WQAL(FM)	easy listening	21,700
4.	WLTF(FM)	adult contemp.	20,700
5.	WGCL(FM)	contemp. hit	17,500
6.	WZAK(FM)	urban contemp.	16,900
7.	WMJI(FM)	oldies/adult cont.	16,800
8.	WBBG(AM)	nostalgia	15,500
9.	WDMT(FM)	urban contemp.	11,900
10.	WGAR-FM	country	10,500

23. Denver-Boulder

1.	KOSI(FM)	easy listening	29,400
2.	KBPI(FM)	adult contemp.	21,300
3.	KMJI(FM)	soft contemp.	18,600
4.	KRXY-FM	adult contemp.	15,600
5.	KBCO-FM	AOR	15,200
6.	KHOW(AM)	adult contemp.	14,200
7.	KOA (AM)	news/talk	13,800
8.	KPKE(FM)	contemp. hit	12,800
9.	KOAQ(FM)	contemp.hit	11,800
10.	KYGO(FM)	country	11,100

24. Phoenix

1.	KTAR(AM)	news/talk	23,500
2.	KNIX-FM	country	22,600
3.	KUPD-FM	contemp. hit	21,100
4.	KZZP-FM	adult contemp.	19,300
5.	KKLT(FM)	soft contemp.	16,200
6.	KMEO-FM	easy listening	15,100
	KQYT(FM)	easy listening	15,100
8.	KOPA-FM	contemp. hit	13,400
9.	KLZI(FM)	adult contemp.	12,200
10.	KOOL-FM	adult contemp.	10,000

25. Milwaukee-Racine

1.	WTMJ(AM)	adult contemp.	27,600
2.	WEZW(FM)	easy listening	19,500
3.	WQFM(FM)	contemp. hit	18,500
4.	WKTI(FM)	contemp. hit	16,600
5.	WOKY(AM)	nostalgia	15,100
6.	WLUM(FM)	urban contemp.	12,700
7.	WMYX(FM)	contemp. hit	10,400
8.	WMIL(FM)	country	9,300
9.	WZUU(FM)	contemp. hit	8,900
10.	WEMP(AM)	oldies	8,200

26. Providence-Warwick, R.I.

1.	WLKW-FM	easy listening	29,900
2.	WPRO-FM	contemp hit	27,500
3.	WHJY(FM)	AOR	23,300
4.	WPRO(AM)	contemp. hit	17,500
5.	WHJJ(AM)	news/talk	15,200
6.	WSNE(FM)	adult contemp.	10,500
7.	WWLI-FM	contemp. hit	7,700
8.	WMYS(FM)	adult contemp.	7,100
9.	WBRU(FM)	AOR	6,900
10.	WERI-FM	contemp. hit	6,700

27. Kansas City

1.	WDAF(AM)	country	22,600
2.	KMBR(FM)	easy listening	18,000
3.	KBEQ(FM)	contemp. hit	15,000
4.	KCMO(AM)	news/talk	14,400
	KYYS(FM)	AOR	14,400
6.	KUDL-FM	soft contemp.	13,400
7.	KLSI(FM)	adult contemp.	12,700
8.	KFKF(FM)	country	11,400
9.	KPRS(FM)	contemp. hit/urban	10,000
10.	KMBZ(AM)	news/information	9,700
	KZZC(FM)	contemp. hit	9,700

28. San Jose, Calif.

1.	KGO(AM)	news/talk	17,000
2.	KBAY(FM)	easy listening	10,800
3.	KOME(FM)	AOR	10,100
4.	KWSS(FM)	contemp. hit	8,700
5.	KIOI(FM)	adult contemp.	8,300
6.	KCBS(AM)	news/talk	8,000
7.	KYUU(FM)	contemp. hit	7,900
8.	KARA(AM)	adult contemp.	7,400
9.	KSOL(FM)	urban contemp.	7,100
10.	KSAN-FM	country	6,900

29. Cincinnati

1.	WKRQ(FM)	contemp. hit	20,400
2.	WLW(AM)	adult contemp.	19,900
3.	WKRC(AM)	adult contemp.	18,500
4.	WWEZ(FM)	easy listening	18,100
5.	WEBN(FM)	AOR	14,300
6.	WRRM(FM)	soft contemp.	12,800
7.	WBLZ(FM)	urban contemp.	12,200
8.	WCKY(AM)	news/talk	10,600
9.	WLLT(FM)	adult contemp.	9,900
10.	WUBE-FM	country	8,100

30. Portland, Ore.

1.	KGW(AM)	adult contemp.	18,000
2.	KKRZ(FM)	contemp. hit	16,000
3.	KEX(AM)	adult contemp.	14,500
4.	KMJK(FM)	contemp. hit	14,400
5.	KXL-FM	easy listening	13,300
6.	KGON(FM)	AOR	11,100
7.	KINK(FM)	adult contemp.	10,200
8.	KXL(AM)	news/information	10,000
9.	KYTE(AM)	easy listening	8,500
10.	KKCW(FM)	adult contemp.	8,300

31. New Orleans

1.	WYLD-FM	progressive cont.	32,600
2.	WEZB(FM)	contemp. hit	24,000
3.	WQUE(FM)	adult contemp.	15,500
4.	WRNO-FM	contemp. hit	11,900
5.	WBYU(FM)	easy listening	11,400
6.	WBOK(AM)	urban contemp.	11,000
7.	WWL(AM)	news/talk/country	10,900
8.	WLTS(FM)	urban contemp.	9,500
9.	WAJY(FM)	adult contemp.	8,700
10.	WNOE-FM	country	8,200

32. Columbus, Ohio

1.	WBNS-FM	easy listening	21,300
2.	WLVQ(FM)	AOR	19,500
3.	WXGT(FM)	contemp. hit	18,700
4.	WSNY-FM	adult contemp.	18,300
5.	WTVN(AM)	adult contemp.	17,000
6.	WNCI(FM)	adult contemp.	8,300
7.	WRMZ(FM)	country	6,600
8.	WHOK(FM)	country	6,100
9.	WMNI(AM)	country	6,000
10.	WZZT(FM)	urban contemp.	5,200

33. Sacramento, Calif.

1.	KSFM(FM)	contemp. hit	19,700
2.	KZAP(FM)	AOR	19,500
3.	KCTC(FM)	easy listening	17,300
4.	KXOA-FM	soft contemp.	17,000
5.	KWOD(FM)	contemp. hit	11,200
6.	KFBK(AM)	news/talk	10,800
7.	KRAK(AM)	country	9,500
8.	KAER(FM)	country	8,300
9.	KXOA(AM)	nostagia	7,800
10.	KHYL(FM)	adult contemp.	7,500

34. Buffalo-Niagara Falls, N.Y.

1.	WJYE(FM)	easy listening	17,400
2.	WBEN(AM)	adult contemp.	17,100
3.	WBUF(FM)	adult contemp.	13,100
4.	WECK(AM)	nostalgia	12,300
5.	WPHD(FM)	contemp. hit	11,100
6.	WYRK(FM)	country	9,900
7.	WKBW(AM)	adult contemp.	9,800
8.	WNYS(AM)	contemp. hit	9,700
9.	WBLK-FM	urban contemp.	9,000
10.	WKSE(FM)	contemp. hit	8,900

35. Norfolk-Portsmouth-Newport News, Va.

1.	WFOG(FM)	easy listening	19,300
2.	WNOR-FM	AOR	16,400
3.	WLTY(FM)	adult contemp.	15,200
4.	WCMS-FM	country	13,200
5.	WOWI(FM)	urban contemp.	12,900
6.	WNVZ(FM)	contemp. hit	12,200
7.	WMYK(FM)	urban contemp.	11,200
8.	WNSY(FM)	contemp. hit	10,200
9.	WWDE-FM	adult contemp.	10,000
10.	WPCE(AM)	black contemp.	8,400

36. Indianapolis

1.	WFBQ(FM)	AOR	26,100
2.	WIBC(AM)	adult contemp.	25,900
3.	WXTZ(FM)	easy listening	15,500
4.	WTLC(FM)	urban cotemp.	14,000
	WZPL(FM)	adult contemp.	14,000
6.	WFMS(FM)	country	13,900
7.	WENS(FM)	adult contemp.	10,300
8.	WIRE(AM)	country	8,600
9.	WNAP(FM)	contemp. hit	8,300
10.	WMLF(AM)	nostalgia	7,400

37. San Antonio, Tex.

1.	KTFM(FM)	adult contemp.	17,700
2.	KQXT(FM)	easy listening	15,700
3.	KISS(FM)	AOR	13,000
4.	KKYX(AM)	country	10,800
5.	KSMG(FM)	country	9,800
6.	KAJA(FM)	country	9,600
7.	KCOR(AM)	Spanish	9,300
8.	KBUC-FM	country	8,900
9.	KLLS-FM	adult contemp.	8,600
10.	WOAI(AM)	news/talk	8,300

38. Hartford-New Britain, Conn.

1.	WTIC(AM)	MOR/talk	32,400
2.	WTIC-FM	contemp. hit	25,500
3.	WRCH-FM	easy listening	19,400
4.	WHCN(FM)	AOR	9,800
5.	WRCQ(AM)	nostalgia	7,200
6.	WIOF(FM)	adult contemp.	6,800
7.	WPOP(AM)	news	5,900
8.	WDRC-FM	adult contemp.	5,700
9.	WCCC-FM	AOR	5,500
	WKSS(FM)	contemp. hit	5,500

39. Riverside-San Bernardino, Calif.

1.	KGGI(FM)	adult contemp.	12,400
2.	KIIS-FM	contemp. hit	11,300
3.	KDUO(FM)	easy listening	9,700
4.	KFI (AM)	adult contemp.	7,200
5.	KBIG(FM)	easy listening	6,700
6.	KRTH(FM)	adult contemp.	6,200
7.	KNX (AM)	news	5,400
8.	KFXM(AM)	contemp. hit/oldies	5,200
	KLOS(FM)	AOR	5,200
10.	KMET(FM)	AOR	4,900

40. Charlotte-Gastonia, N.C.

1.	WPEG(FM)	urban contemp.	18,800
2.	WSOC(FM)	country	17,600
3.	WBT(AM)	adult cont./oldies	13,200
4.	WBCY(FM)	contemp. hit	11,600
	WROQ(FM)	contemp. hit	11,600
6.	WEZC(FM)	adult contemp.	10,300
7.	WLVK(FM)	country	9,200
8.	WZXI(FM)	easy listening	7,800
9.	WJZR(FM)	contemp. hit	6,200
10.	WGSP(AM)	oldies	2,900

41. Rochester, N.Y.

1.	WVOR(FM)	adult contemp.	19,900
2.	WPXY(FM)	contemp. hit.	18,300
3.	WCMF(FM)	AOR	16,500
4.	WEZO(FM)	easy listening	16,300
5.	WMJQ(FM)	contemp. hit	11,300
6.	WHAM(AM)	talk	9,400
	WYLF(FM)	nostalgia	9,400
8.	WBBF(AM)	news/talk	8,000
9.	WNYR(AM)	country	5,300
10.	WDKX(FM)	urban contemp.	4,300

42. Oklahoma City

1.	KZBS(FM)	adult contemp.	16,300
2.	KATT(FM)	AOR	15,400
3.	KKNG(FM)	easy listening	14,200
4.	KXXY(FM)	country	14,100
5.	KJYO(FM)	contemp. hit	11,100
6.	KOFM(FM)	contemp. hit	9,800
7.	KTOK(AM)	news/talk	9,600
8.	KEBC(FM)	country	9,200
9.	KLTE(FM)	adult contemp.	5,000
10.	KOMA(AM)	country	3,700

43. Louisville, Ky.

1.	WAMZ(FM)	country	17,900
2.	WHAS(AM)	adult contemp.	15,900
3.	WLRS(FM)	adult contemp.	15,200
4.	WQMF(FM)	AOR	11,000
5.	WLOU(AM)	black contemp.	10,800
6.	WVEZ(FM)	adult contemp.	7,200
7.	WAVG(AM)	adult contemp.	7,100
8.	WRKA(FM)	adult contemp.	6,400
9.	WCII(AM)	MOR/country	5,700
10.	WJYL(FM)	urban contemp.	5,500

44. Salt Lake City

1.	KSFI(FM)	easy listening	13,500
2.	KCPX-FM)	contemp. hit	12,700
3.	KRSP-FM)	AOR	12,600
4.	KSL(AM))	MOR	9,700
5.	KLCY-FM)	adult contemp.	9,100
6.	KALL(AM)	MOR	6,300
7.	KLTQ-FM)	adult contemp.	5,600
8.	KLUB(AM)	nostalgia	5,200
9.	KBUG(AM)	oldies/adult cont.	4,500
	KKAT(FM)	country	4,500

45. Dayton, Ohio

1.	WHIO-FM	easy listening	20,000
2.	WGTZ(FM)	contemp. hit	14,500
3.	WHIO(AM)	adult contemp.	13,000
4.	WTUE(FM)	AOR	12,500
5.	WONE(AM)	country	10,000
6.	WYMJ(FM)	adult contemp.	7,700
7.	WING(AM)	adult contemp.	5,500
8.	WBLZ(FM)	urban contemp.	4,700
9.	WWSN(FM)	adult contemp.	4,000
10.	WDAO(AM)	black contemp./talk	3,600
	WVUD(FM)	contemp. hit	3,600

46. Birmingham, Ala.

1.	WZZK-FM	country	18,600
2.	WAPI-FM	contemp. hit	17,500
3.	WENN-FM	black contemp.	16,900
4.	WMJJ(FM)	adult contemp.	16,200
5.	WKXX(FM)	adult contemp.	12,900
6.	WVOK(AM)	country	8,900
7.	WAGG(AM)	gospel	7,600
8.	WJLD(AM)	black	5,900
9.	WLTB(FM)	soft contemp.	5,000
10.	WZZK(AM)	country	4,600

47. Memphis (tied with Nashville)

1.	WHRK(FM)	urban contemp.	16,300
2.	WMC-FM	adult contemp.	14,900
3.	WMC(AM)	country	11,600
4.	WRVR(FM)	adult contemp.	9,900
5.	WGKX(FM)	country	9,600
6.	KRNB(FM)	black	9,400
7.	WDIA(AM)	black contemp.	8,900
8.	WLOK(AM)	black	8,700
9.	WZXR(FM)	contemp. hit	8,500
10.	WEZI(FM)	easy listening	7,800

47. Nashville (tied with Memphis)

1.	WLAC-FM	adult contemp.	15,900
2.	WSM-FM	country	14,300
3.	WKDF(FM)	AOR	12,300
4.	WZEZ(FM)	easy listening	10,400
5.	WQQK(FM)	urban contemp.	9,500
5.	WSIX-FM	country	9,500
7.	WSM(AM)	country	7,900
8.	WZKS(FM)	contemp. hit	7,200
9.	WVOL(AM)	black contemp.	6,400
10.	WYHY(FM)	adult contemp.	6,200

49. Grnsboro-Wnstn. Salem-High Pt., N.C.

1.	WTQR(FM)	country	21,800
2.	WKZL(FM)	contemp. hit	16,000
3.	WMAG-FM	adult contemp.	10,300
4.	WQMG(FM)	urban contemp.	9,700
5.	WSJS(AM)	adult contemp./talk	7,700
6.	WOJY(FM)	easy listening	7,300
7.	WSEZ(FM)	contemp. hit	7,300
8.	WMFR(AM)	MOR	3,600
9.	WAAA(AM)	black	3,300
10.	WEAL(AM)	black	3,200

50. Albany-Schenectady-Troy, N.Y.

1.	WGY(AM)	adult contemp.	15,000
2.	WPYX(FM)	AOR	12,200
3.	WGFM(FM)	contemp. hit	12,000
4.	WROW(FM)	easy listening	10,900
5.	WQBK(AM)	news/talk	8,800
6.	WWOM(FM)	soft contemp.	7,300
7.	WQBK-FM	contemp. hit	7,100
8.	WFLY(FM)	contemp. hit	7,000
9.	WGNA(FM)	country	6,200
10.	WTRY(AM)	adult contemp.	5,300

NAB asks Burger for must-carry stay

Without Supreme Court intervention, rules will be dropped tomorrow

Broadcasters suffered a setback last week when the U.S. Court of Appeals denied the National Association of Broadcasters' motion for a stay of the appeals court's must-carry decision. (The court held in July that the rules violated the First Amendment.) Consequently, last week, NAB tried again. This time it asked Chief Justice Warren E. Burger, the Supreme Court justice for the D.C. district, to grant a stay.

NAB and 13 other broadcast organizations asked the appeals court last month (BROADCASTING, Aug. 26) for a 30-day stay of the order that was scheduled to go into effect on Sept. 3. (NAB still plans to petition the Supreme Court next week, Sept. 18, to review the case.) The court's mandate becomes effective Sept. 10 unless Burger grants a stay. Should Burger grant the stay, the rules remain in effect while the high court considers NAB's appeal.

"We were hopeful the stay would be granted," said NAB President Eddie Fritts. "We're disappointed, but we're determined to exhaust every legal resource," he said. NAB has hired the Washington law firm of Covington & Burling to present its case before the court.

NAB, as previously argued in its earlier request, said that denial of a stay will cause broadcasters "irreparable harm." The broadcasters also maintained that the appeals court exceeded its jurisdiction and that "there are clear indications that the decision below is seriously out of step with prior decisions of this court (including three decisions rendered in 1984) and with prior decisions by other federal courts of appeals."

The petition states that the high court "has never held that cable television enjoys broad First Amendment rights."

Moreover, NAB noted that in two of the court's cable television copyright decisions, it concluded that "insofar as cable was engaged in retransmitting broadcast signal, it was a mere passive conduit more akin to the viewer's receiver than to a performer—hardly the role of one exercising editorial discretion; in the second of those two decisions, this court held that there was no nexus between the editorial/performer functions, in which a cable system that originates programs is engaged, and the passive-conduit functions of retransmitting broadcast signals."

They also characterized the appeals court's decision as "the sort of unrestrained, intrusive judicial review that all too often has required this court to reverse the D.C. Circuit for exceeding the proper bounds of the Administrative Procedure Act."

A stay, NAB argued, would at most "preserve the status quo for a brief period of time." If a stay is granted, the petition said, cable operators can seek relief from the FCC. "In any event, during the pendency of a stay by this court, the FCC would be free to grant individual waivers on any ground other than the correctness of the decision below."

NAB also pointed out that the stations most likely to be hurt are new UHF and public stations: "A struggling public station is not likely to receive contributions from

CBS edges ABC as NBC slips to third in ratings

CBS and ABC ran neck and neck in the prime time ratings race for the week ending Sept. 1, as NBC found itself in an unfamiliar third place. According to Nielsen's National Television Index (NTI), CBS had a 12 average rating and a 22 average share. ABC had an 11.9/22 and NBC had a 11.6/21.

The change marked the first time in 16 weeks that NBC had not won or tied for first in the ratings race.

Of the three prime time NFL pre-season football games during the week, the Chicago-Dallas contest on Monday (8-11:09 p.m. NYT) rated the highest (13.5/23). The Houston-Dallas game on CBS on Saturday (9-12:04 p.m.) scored a 10.1/20 while the San Francisco-Seattle game on Friday on NBC (9-11:45 p.m.) scored a 9.4/18.

With two weeks to go before the start of the 1985-86 prime time season, HUT levels for the week were up 5%, from last year's 53.1 to 55.8. Ratings were also up from last year's figure of 35.2 by 1% to 35.5. Shares were down, however, by 3%, from last year's 66.3 to 64.3.

Despite placing third in the ratings, NBC had five of the week's top 10 rated programs, CBS four and ABC one.

In nightly wins, CBS took three, Monday, Wednesday and Sunday; ABC three, Tuesday, Friday and Saturday, and NBC Thursday.

■ CBS won Monday with the third-, fourth- and 10th-ranked shows of the week. Monday was the highest-rated winning night of the week (15.9). ABC, which ran football, was second for the night. NBC was third with *TV Bloopers and Practical Jokes* (12.4/21) and a repeat of the movie "Of Mice and Men" (11.6/19).

■ With 12th-ranked *Who's the Boss* (8-8:30 p.m.) and the eighth-ranked *Moonlighting* (9-10 p.m.) winning their time periods for the fourth week in a row, ABC took Tuesday night. *Remington Steele* (13.7/25) on NBC captured the 10-11 p.m. time period.

■ While NBC had the sixth- and ninth-ranked programs of the week in *Highway to Heaven* (8-9 p.m.) and a one-hour *Facts of Life* (9-10 p.m.), CBS took Wednesday on the strength of the Agatha Christie movie repeat, "Sparkling Cyanide," which ranked seventh.

■ Thursday night belonged to NBC with the first-, second- and fifth-ranked shows of the week running from 8 to 9:30 p.m. ABC took the 10 p.m. hour with *20/20*.

■ ABC took Friday night despite CBS's repeat showing of "Rocky." NBC placed third with *Motown Review* and *NFL Preseason Football*.

■ A two-hour *Love Boat* (12.7/25) paced ABC to a win on Saturday.

■ CBS won Sunday by winning every hour from 7 to 10 p.m. It lost the 10-11 p.m. period to the end of the *ABC Sunday Night Movie* (10.6/20), "Her Majesty's Secret Service."

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	21.4/38
2.	Family Ties	NBC	19.0/32
3.	Kate & Allie	CBS	18.1/28
4.	Newhart	CBS	17.7/28
5.	Cheers	NBC	17.2/29
6.	Facts of Life	NBC	16.4/26
7.	Sparkling Cyanide	CBS	16.0/27
8.	Moonlighting	ABC	15.7/26
9.	Highway to Heaven	NBC	15.5/27
10.	Scarecrow & Mrs. King	CBS	15.1/26
11.	Three's A Crowd	ABC	15.1/26
12.	Who's the Boss?	ABC	14.9/28
13.	Cagney & Lacey	CBS	14.8/26
14.	20/20	ABC	14.3/25
15.	A Team	NBC	14.2/25
16.	60 Minutes	CBS	14.0/30
17.	Riptide	NBC	14.0/23
18.	Night Court	NBC	13.8/23
19.	Remington Steele	NBC	13.7/25
20.	Murder, She Wrote	CBS	13.5/27
21.	Football, Chicago-Dallas	ABC	13.5/23
22.	Simon & Simon	CBS	13.4/22
23.	Webster	ABC	13.0/26
24.	Funniest Commercial Goofs	ABC	12.9/24
25.	Love Boat	ABC	12.7/25
26.	Mr. Belvedere	ABC	12.6/24
27.	MacGruder & Loud	ABC	12.6/23
28.	TV Bloopers & Practical Jokes	NBC	12.4/21
29.	Benson	ABC	12.3/23
30.	Hometown	CBS	12.3/22
31.	I Had Three Wives	CBS	12.2/22
32.	Hotel	ABC	12.1/21
33.	Hunter	NBC	11.7/23
34.	Trapper John, M.D.	CBS	11.7/22
35.	Hill Street Blues	NBC	11.7/21
36.	Of Mice and Men	NBC	11.6/19
37.	Crazy Like a Fox	CBS	11.5/21
38.	Gimme A Break	NBC	11.4/23
39.	St. Elsewhere	NBC	11.1/19
40.	Dynasty	ABC	10.8/17
41.	Heart's Island	NBC	10.7/21
42.	Off the Rack	ABC	10.7/20
43.	Final Countdown	ABC	10.7/18
44.	Her Majesty's Secret Service	ABC	10.6/20
45.	West 57th	CBS	10.6/19
46.	T.J. Hooker	ABC	10.4/22
47.	Magnum, P.I.	CBS	10.3/18
48.	Rocky	CBS	10.2/19
49.	Football, Houston-Dallas	CBS	10.1/20
50.	Diff'rent Strokes	NBC	9.4/20
51.	Football, S.F.-Seattle	NBC	9.4/18
52.	Airwolf	CBS	8.9/19
53.	oceanQuest	NBC	8.6/17
54.	Carpool	CBS	8.3/14
55.	Our Time	NBC	8.1/17
56.	Rock 'n' Roll Summer Action	ABC	7.9/14
57.	Silver Spoons	NBC	7.7/16
58.	On the Road Again	NBC	7.7/14
59.	Puff-Incredible Mr. M.	CBS	6.9/14
60.	Ripley's Believe It or Not	ABC	6.8/15
61.	Motown Revue	NBC	6.7/13
62.	Punky Brewster	NBC	6.3/14

*indicates premiere episode

Some of our action scenes are difficult." But to get around graphic displays of violence, "more imaginative methods" of characters confronting one another were used. But he added, "if somebody said that 10 seconds was really a little over the top, I would probably sit down and say: 'Yes, you're right' in retrospect. Overall, I think upstanding qualities prevail."

Lawrence said although he was not thinking of the children's television controversy while working on scripts, "after I had been involved in 10 or 15 scripts, a lot of the writers were unleashing quite bizarre imaginations and I realized it was quite hard to keep track of that and keep control of that." He said: "There's absolutely no way you can write a program that will cope with the entire spectrum of criticism. I don't think you can legislate against that and if you did, you'd have a nothing show."

Said Lawrence, "When you go to [a movie], it's a deliberate, conscious effort. You're going from there to there and it's fantasy time whether it is a realistic picture or not. When you're watching something at home, I think you don't seem to make that crossover so easily. It's more a part of your reality. It's more part of your life, and I don't think there's any way you can get away from that. There are certainly passages in this that I would be unhappy with if a 3-year-old was watching. If a parent can't have some control, I can't write a show that takes care of every single human condition, and every single age unregulated. I don't think anybody could do that. You have to be honest about that."

Kuisis said a problem in children's television is that "it doesn't have any internal regulation. The child provides himself with that, and that's where I see a need for something like my role, which has been to provide the material to develop" the cartoon. In particular, Kuisis feels the cartoon has the potential to supply children with a heroic myth on which to model behavior.

Gordan Berry, professor of psychology, UCLA, has consulted on cartoon projects, including *Fat Albert and the Cosby Kids*.

If we did any more research, we'd need a laboratory.

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■ Woodlake, Calif.—FM Woodlake Ltd. Partnership seeks 104.1 mhz; 18 kw; HAAT: 774 ft. Address: 755 North Palm, 93286. Principal is owned by Ruth Gonzales (20%) and Marc B. Nathanson (80%), principal in cable MSO Falcon Communications. It has no other broadcast interests. Filed July 12.

■ Chipley, Fla.—Robert G. Kerrigan seeks 97.7 mhz, 3 kw, HAAT: 328 ft. Address: P.O. Box 12009, Pensacola, Fla. 32589. Applicant is equal partnership of Robert G. Kerrigan and George W. Estess. Kerrigan has also applied for five other new FM's. Filed July 12.

■ Marco, Fla.—Webb Communications seeks 92.7 mhz, 3 kw, HAAT: 100 m. Address: 1560 Monte Carlo Ct., Merritt Island, Fla. 32952. Applicant is owned by Robert G. Webb (51%) and his wife, Karen M. Webb (49%). Robert Webb is general sales manager for WEZY-AM-FM Cocoa, Fla. They are also applicants for new FM at Grand Junction, Colo. Filed July 11.

■ Boston, Ga.—Boston Radio Co. seeks 106.3 mhz, 3 kw, HAAT: 984 ft. Address: Cooper Rd., Rt. 2, Box 27 D, Meigs, Ga. 31765. Applicant is owned by Cindy Mitchell White, general partner (60%), and her husband, Jerry Eugene White, limited partner (40%). Jerry White and his father, Donald E. White, and brother, Donald F. White, own WCLB(AM) Camilla, Ga. Filed July 15.

■ Boston, Ga.—Rosemary C. Williams seeks 106.3 mhz, 3 kw, HAAT: 328 ft. Address: 2715 Valdosta Rd., Waycross, Ga. 31501. Applicant is individual with no other broadcast interests. Filed July 11.

■ Quitman, Ga.—Saluki Communications Co. seeks 105.3 mhz, 3 kw, HAAT: 328 ft. Address: 7 Westminster Ct., Savannah, Ga. 31419. Applicant is owned by general partners Howard J. Karlin (51%), James Louis Hoffman (29%) and his wife, Kimberly Lucille Fleming (20%). Hoffman is employed in sales with WSGA(AM)-WZAT-FM Savannah, Ga. Filed July 10.

■ Downs, Kan.—Small Market Minority Radio seeks 94.1 mhz; 3 kw; HAAT: 225 ft. Address: 6161 Oakey, Las Vegas, 89102. Principal is owned by Shara Whitney, who has no other broadcast interests. Filed July 12.

■ Eureka, Kan.—Small Market Minority Radio seeks 93.5 mhz; 3 kw; HAAT: 274 ft. Address: 6161 Oakey, Las Vegas, 89102. Principal is owned by Shara Whitney, who has no other broadcast interests. Filed July 12.

■ Goodland, Kan.—Bott Communicatons Inc. seeks 102.5 mhz, 100 kw, HAAT: 307.8 ft. Address: 10841 E. 28th St., Independence, Mo. 64052. Principal is owned by Richard P. Bott, and his wife, Sherley. It owns KCCV(AM) Independence and KSIV(AM) Clayton, both Missouri, KQCV(AM) Oklahoma City, Okla. and WFCV(AM) Ft. Wayne, Ind. It is also app. for one new AM and five new FM's. Filed July 5.

Summary of broadcasting
as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,601	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Kingman, Kan.—Franklin Broadcasters seeks 99.3 mhz; 3 kw; HAAT: 255.6 ft. Address: 237 Western Blvd., Jacksonville, N.C. 28540. Principal is owned by Charles E. Franklin, who owns WJIK(AM) Camp Lejune, N.C., and WETC(AM) Wendell-Zebulon, N.C., and is app. for nine new FM's. Filed July 12.

■ Kingman, Kan.—Small Market Minority Radio seeks 99.3 mhz; 3 kw; HAAT: 244 ft. Address: 6161 Oakey, Las Vegas, 89102. Principal is owned by Shara Whitney, who has no other broadcast interests. Filed July 12.

■ Kingman, Kan.—Bliss Communications seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 701 James, Maize, Kan. 67101. Principal is owned by Ronald G. Bliss, who has no other broadcast interests. Filed July 12.

■ Kingman, Kan.—Vera L. Dunn seeks 99.3 mhz, 3 kw, HAAT: 328 ft. Address: 502 N. Santa Fe, Anthony, Kan. 67003. Applicant is individual who is applying for new station at Watonga, Okla. Filed July 8.

■ Kingman, Kan.—Stephen G. Kafka seeks 99.3 mhz, 1 kw, HAAT: 12 ft. Address: 6713 Y St., Lincoln, Neb. 68505. Applicant has also submitted app.'s for new FM's at Kearney, Neb.; Laramie, Wyo.; Red Lodge, Mont., and Aspen, Colo. Filed July 5.

■ Salina, Kan.—Franklin Broadcasters seeks 104.9 mhz; 3 kw; HAAT: 387.4 ft. Address: 237 Western Blvd., Jacksonville, N.C. 28540. Principal is owned by Charles E. Franklin, who owns WJIK(AM) Camp Lejune, N.C., and WETC (AM) Wendell-Zebulon, N.C., and is app. for nine new FM's. Filed July 12.

■ Crystal Falls, Mich.—Non-Profit Concepts seeks 100.7 mhz, 100 kw, HAAT: 484 ft. Address: 663 5th Ave., New York 10023. Principal is owned by Moses Lee, who has no other broadcast interests. Filed July 12.

■ Sault Ste. Marie, Mich.—Non-Profit Concepts seeks 98.3 mhz; 3 kw; HAAT: 220 ft. Address: 663 5th Ave., New York 10023. Principal is owned by Moses Lee, who has no other broadcast interests. Filed July 12.

■ Duluth, Minn.—Asian American Broadcasting Group seeks 101.7 mhz, 1.26 kw, HAAT: 433.5 ft. Address: 213 Hugo Ave. North, 55811. Principal is owned by E. Roxana Sifuentes, who has no other broadcast interests. Filed July 12.

■ Bruce, Miss.—Non-Profit Concepts seeks 94.5 mhz; 3 kw; HAAT: 285 ft. Address: 663 5th Ave., New York 10023. Principal is owned by Moses Lee, who has no other broadcast interests. Filed July 12.

■ Potosi, Miss.—California Media seeks 97.7 mhz; 3 kw; HAAT: 308 ft. Address: 1279 Vista Del Lago, San Luis Obispo, Calif. 93401. Principal is owned by Lynn Lohnston, who has no other broadcast interests. Filed July 12.

■ Clinton, Mo.—Keymarket Communications of Missouri Ltd. seeks 96.1 mhz; 100 kw; HAAT: 1,119 ft. Address: 1 Tall Pine Ct., Augusta, Ga. 30909. Principal is station group of eight AM's and eight FM's, principally owned by Paul Rothfuss, Kirby Confer and Donald Ault. Filed July 12.

■ DeSoto, Mo.—Golden Bear Communications seeks 100.1 mhz; 3 kw; HAAT: 328 ft. Address: 8151 Anchor Dr., Longmont, Colo. 80501. Principal is owned by Dennis D. Workman. It also owns KPPL(AM) Denver; KBEY(AM)-KSHR(FM) Coquille, Ore., and WBTY-FM Homerville, Ga. He is app. for nine new FM's. Filed July 12.

■ Macon, Mo.—California Media seeks 99.9 mhz; 3 kw; HAAT: 256 ft. Address: 1279 Vista Del Lago, San Luis Obispo, Calif. 93401. Principal is owned by Lynn Lohnston, who has no other broadcast interests. Filed July 12.

■ Billings, Mont.—Stephanie Rodriguez Vallejos seeks 94.1 mhz; 100 kw; HAAT: 994 ft. Address: 1580 E. 900 South, Clearfield, Utah 84015. Principal has no other broadcast interests. Filed July 12.

■ Chadron, Neb.—Chadron Communications seeks 94.7 mhz, 100 kw, HAAT: 1,004 ft. Address: West Sixth & Hwy. 385, Chadron, Neb. 69337. Applicant is owned by Patrick L. Benton, chairman and president (14.29%); five others at 14.29%), and two others at 7.145%. Chadron is also app. for new AM at Chadron, Neb. Filed July 15.

■ Fargo, N.D.—Q Prime Inc. seeks 107.9 mhz, 100 kw, HAAT: 1,962 ft. Address: 212 11th St., Hoboken, N.J. 07030. Applicant is owned equally by Clifford N. Burnstein and Peter D. Mensch. They have also applied for five other new FM's. Filed July 12.

■ Reno—Stephanie Rodriguez Vallejos seeks 92.9 mhz; 39 kw; HAAT: 2,882 ft. Address: 1580 E. 900 South, Clearfield, Utah 84015. Principal has no other broadcast interests. Filed July 12.

■ Bend, Ore.—Non-Profit Concepts seeks 98.3 mhz; 3 kw; HAAT: 155 ft. Address: 663 5th Ave., New York 10023.

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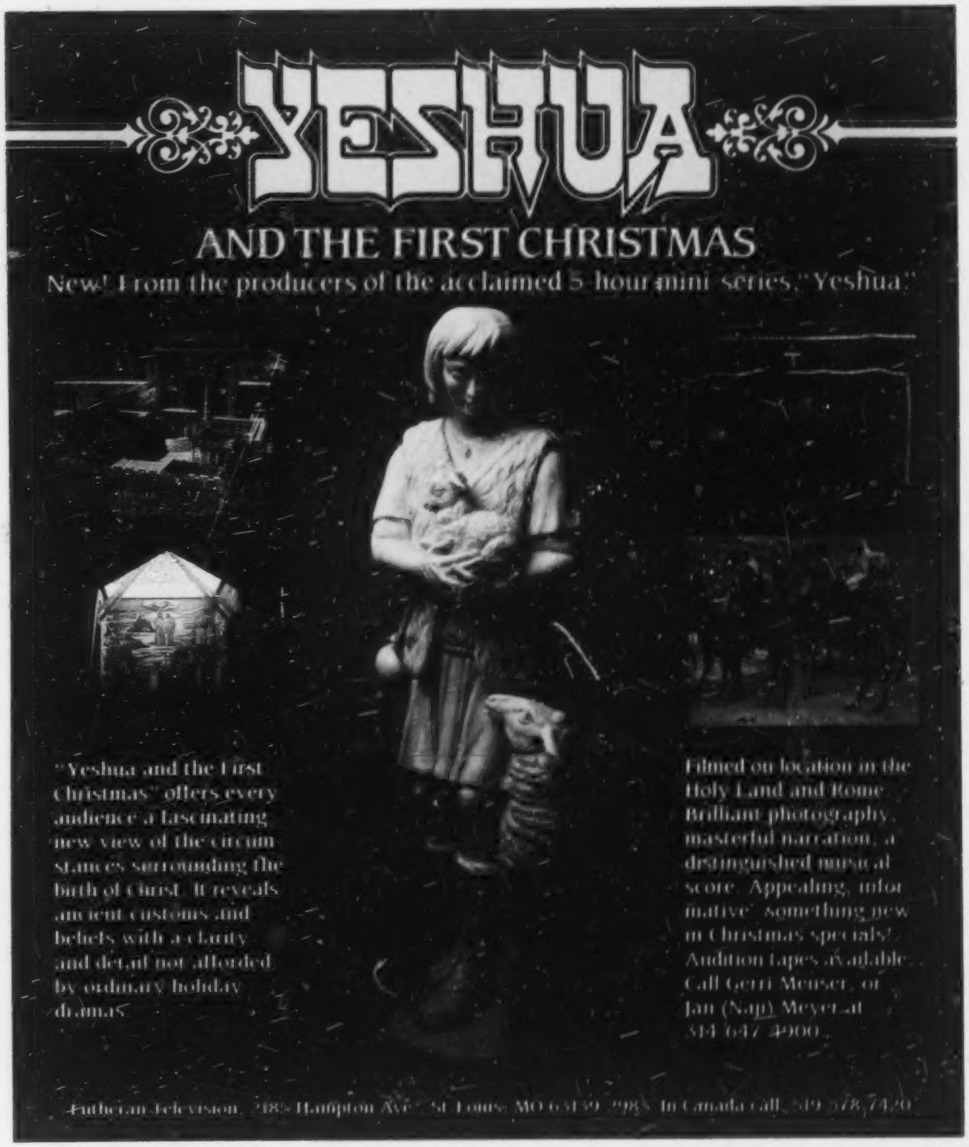

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Vol. 109 No. 12

Broadcasting ◻ Sep 16

Coverage from the RMPC in Dallas and the RTNDA in Nashville ◻ Space WARC winds down

NEW BALLGAME ◻ With final must carry appeal exhausted, broadcasters unite behind new proposal for rules. **PAGE 35.**

RADIO SHOW ◻ Some 7,000 convene in Dallas for Radio '85 convention. NRBA board passes new super radio resolution. Pornographic rock lyric issue debated. **PAGE 36.**

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STILL IN ◻ Corporation for Public Broadcasting board votes to retain Sonia Landau in chairmanship position. Search for a new president continues. **PAGE 42.**

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(Frazer, of *Our Family Honor*, said that a traffic jam near the Lincoln Tunnel in New York caused by fans on their way to attend a Bruce Springsteen concert cost his crew, which was in transit, an extra $20,000 in overtime charges.)

Universal Television, the largest supplier with 13 prime time series on the networks this fall, is producing three outside Hollywood: *Miami Vice*, *The Equalizer* and, for the sixth consecutive season, *Magnum, P.I.* Universal is also preparing a back-up series for NBC called *Dalton*, a highly stylized action-adventure series about a mysterious drifter who helps people in distress. The series will be a "road show," similar to *Route 66*, according to Earl Bellamy, senior vice president of production, Universal. The production schedule, he said, will "hub" around one city, such as Atlanta or New Orleans, for perhaps up to four episodes, and then move to another locale.

Bellamy acknowledged that on-location production is more expensive, but he said the networks assume the additional costs in their license fees with the studios. They are willing to pay more because "they want that look." He declined to give the cost of an on-location episode of any Universal series, but several producers believe *Miami Vice* is the most expensive of any prime time series on network television, with most estimates figuring it costs about $1.4 million per episode. Said one major studio production head: "I've heard horror stories about *Miami Vice*."

Producers are not only filming exterior shots on location, but interior shots as well. The interior scenes for Paramount's *Hometown* are being filmed on a sound stage erected in the lobby of the old Holland America Cruise Lines building on Pier 40 in New York. Interior scenes for *The Equalizer* are being shot in a former garage on West 59th Street in New York. The interior shots for *Lady Blue* are being filmed on a set at Chicago's Hospital for Communicable Diseases, which has been abandoned for several years. NBC's *The Cosby Show* is taped at the network's Brooklyn studios, and CBS's *Kate and Allie* is shot at the Ed Sullivan Theater in New York, now owned by Reeves Communications. The sound stage for *Magnum, P.I.* is a converted warehouse.

CBS's 'The Equalizer' in Central Park

Another reason that production is on the rise outside Hollywood is that the quality of studio facilities in other parts of the country is also improving. The Kaufman Astoria Studios in Queens, N.Y., the Silversup Studio in Long Island City, and the old Fox Movietone studio on Manhattan's west side will soon be joined by another major production facility: a $100-million TV production studio that will include seven 14,500-square-foot sound stages and "all support services." Called the Manhattan Television Center, the new facility is being renovated from an old wire factory on the edge of east Harlem. Procter & Gamble has announced it will move production of three of its soaps to MTC—*As The World Turns*, *The Guiding Light* and *Another World*.

Also, Disney and MGM/UA have announced joint plans to build a full-scale $300-million motion picture and television studio adjacent to Disney World in Florida. Disney said plans call for full-size studios, capable of expansion to 12, along with a Disney-MGM/UA studio tour. Groundbreaking is expected before the end of the year and completion in 1987.

The construction and expansion of studio facilities have not been lost on network executives. Observes CBS's Kane: "One of the things that is getting much easier for New York is the facilities question. We're at the point now where you don't have to say, 'Great idea, but where do we have to shoot it?' That was always a consideration." Along with the basics, such as sound stages and on-line production facilities, Kane pointed out that ancillary services such as insurance, payroll and commissaries are now available in other cities besides Hollywood. The post-production business, Kane said, has "eased considerably to the point where it is much less of a factor." ☐

NBC rebounds to first place in ratings

NBC regained its winning form in the prime time ratings for the week ending Sept. 8 after finishing third the previous week. The network—which has been in first most of the summer—posted a 13.5 average rating and a 24 average share based on Nielsen's National Television Index. CBS had a 12.5/22 and ABC a 12.2/21.

The week was noteworthy for the number of preemptions of regular network schedules on Tuesday, Thursday, Friday and Saturday when some affiliates ran a Billy Graham special. For example, on Tuesday, *Who's the Boss* (8-8:30 p.m. NYT) was carried by only 89% of ABC affiliates.

HUT levels for the week were up 2%, from last year's 56.6 to 57.7. Combined ratings were also up 2%, from 37.4 to 38.2. And combined shares were virtually unchanged from last year's 66.5 at 66.4.

NBC had five of the top 10 shows, CBS had three and ABC two.

In nightly wins, NBC took Wednesday, Thursday, and Friday; CBS Monday and Sunday, and ABC Tuesday and Saturday.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	25.0/44
2.	Family Ties	NBC	22.1/38
3.	Stripes	ABC	19.0/31
4.	Cheers	NBC	18.9/31
5.	Murder, She Wrote	CBS	18.7/31
6.	The Gambler—sequel, pt. 1	CBS	18.7/30
7.	Moonlighting	ABC	17.6/28
8.	Hell Town	NBC	17.2/29
9.	Night Court	NBC	17.0/28
10.	60 Minutes	CBS	16.9/32
11.	Kate & Allie	CBS	16.7/26
12.	Newhart	CBS	16.2/25
13.	Miami Vice	NBC	16.0/29
14.	Simon & Simon	CBS	15.5/25
15.	A Team	NBC	14.9/25
16.	Cagney & Lacey	CBS	14.7/26
17.	20/20	ABC	14.3/26
18.	License to Kill	CBS	14.1/24
19.	Three's A Crowd	ABC	14.0/23
20.	Hill Street Blues	NBC	13.8/25
21.	Riptide	NBC	13.7/22

Rank	Show	Network	Rating/Share
22.	MacGruder & Loud	ABC	13.6/24
23.	Who's the Boss?	ABC	13.5/24
24.	Love Boat	ABC	13.4/25
25.	A Change of Seasons	NBC	13.3/22
26.	Remington Steele	NBC	13.2/23
27.	Scarecrow & Mrs. King	CBS	12.9/22
28.	Funniest Commercial Goofs	ABC	12.7/21
29.	Facts of Life	NBC	12.6/23
30.	TV Bloopers & Practical Jokes	NBC	12.6/21
31.	Road Warrior	NBC	12.4/20
32.	Gimme A Break	NBC	12.2/24
33.	Margin for Murder	CBS	11.7/21
34.	Webster	ABC	11.6/23
35.	St. Elsewhere	NBC	11.6/21
36.	oceanQuest	NBC	11.4/18
37.	Hometown	CBS	11.3/21
38.	Benson	ABC	11.1/20
39.	NCAA Football, Ala.-Ga.	ABC	11.0/18
40.	Magnum, P.I.	CBS	10.8/19
41.	Barbara Mandrell Special	CBS	10.7/17
42.	Motown Revue	NBC	10.6/19

Rank	Show	Network	Rating/Share
43.	Hunter	NBC	10.4/20
44.	Inside Third Reich, pt. 1	ABC	10.4/18
45.	ABC Sat. Morn. Preview	ABC	10.2/19
46.	I Had Three Wives	CBS	10.1/18
47.	West 57th	CBS	10.1/18
48.	Knight Rider	NBC	10.0/20
49.	Off the Rack	ABC	9.9/18
50.	Life's Embarrassing Moments	ABC	9.8/18
51.	T.J. Hooker	ABC	9.6/19
52.	Our Time	NBC	9.3/17
53.	Whose America Is It?	CBS	9.2/16
54.	Dark Night-Scarecrow	CBS	8.8/17
55.	Ripley's Believe It or Not	ABC	8.8/17
56.	Inside Third Reich, pt. 2	ABC	8.5/14
57.	Silver Spoons	NBC	7.6/14
58.	Punky Brewster	NBC	7.3/14
59.	U.S. Open Tennis (Sat.)	CBS	7.0/14
60.	No Place Like Home	CBS	6.5/12
61.	Bugs Bunny Special	CBS	5.2/10

*indicates premiere episode

Fall brings new syndicated shows

Information, variety, comedy and animated shows among offerings

The day of reckoning has come for a new crop of syndicated programs. Beginning with last January's NATPE International convention, syndicators have been busy seeking clearances for a fall season marked by a bumper harvest of new first-run offerings, including LBS's *Inday*, a two-hour block for daytime, and Paramount's *America*, an hour-long local news lead-in.

Randy Reiss, president of Paramount Domestic Television and Video Programing, said that clearing *America* has been "easier than we thought" and called the lineup of 113 stations for the show "good, demanding stations." *America's* producers, Paramount and Post-Newsweek, have invested $22 million to $25 million in the show.

Henry Seigel, chairman of the board of LBS Communications, said *Inday* has been cleared in 85% of the country, and he expects that figure to reach 90%. While some reps have said the show may suffer from appearing on a lineup of weaker independent stations, Siegel is not concerned. "My only concern is that stations promote" the show, he said.

Among the new offerings are three first-run, weekly sitcoms. *Small Wonder*, distributed by Metromedia Producers Corp. and produced by the New Program Group, debuted on Sept. 7 at 6:30 p.m. on WNEW-TV New York and scored a 10/22 in the Nielsen overnight ratings. It debuted at 7 p.m. on the same day on KTTV(TV) Los Angeles and scored an 8/16; on WFLD-TV Chicago, at 6 p.m., it did an 8/17.

What's Happening Now, distributed and produced by Columbia Pictures Television in association with LBS, did a 8.7/20 in Nielsen overnights when it debuted Sept. 7 at 6 p.m. on WNEW-TV, and a 7.3/18 on WFLD-TV Chicago at 5 p.m.

To make a first-run production a "firm go," many of this year's productions are relying on cash clearances. (The third first-run sitcom this year, LBS's *It's A Living*, is being sold on a barter basis.)

Bill Kunkel, vice president of marketing and sales for Tribune Entertainment, says cash sales (or cash plus barter) are one way to insure recovery of production costs from shows.

The late-night daypart will see the addition of two new shows, the Viacom-distributed *Comedy Break with Mack and Jamie*, and Orbis's *Comedy Tonight*. Lucille Salhany, vice president for programing at Taft Broadcasting, said that off-network product, such as *Dynasty*, will also present some late-night competition.

This year's offerings also include two groups of "copy cats." Six new game shows will attempt to follow in the footsteps of *Wheel of Fortune*, and a number of animated shows will try to duplicate the success of *He-Man & Masters of the Universe*, playing in afterschool time periods. ☐

What's new in first-run for syndication, 1985

(* indicates strip)

	Syndicator/producer	# of mkts./ % of US homes	# of episodes/ repeats	Terms of sale	Debut date	Time period
Game shows						
**Headline Chasers*	King World/Merv Griffin	126/77%	195/65	cash plus	Sept.9	early fringe
**New Newlywed Game*	Firestone Programs/Chuck Barris	160/97%	170/85	cash plus	Sept.16	access
**$100,000 Pyramid*	20th Century Fox/Bob Stewart	51/51%	100/30	cash plus	Sept. 9	access
**Price is Right*	Television Program Source/Goodson-Todman	120/85%	170/90	cash plus	Sept. 9	access
**Break the Bank*	Blair/Richard S. Kline	51/55%	195/65	cash plus	Sept. 16	daytime
**Catch Phrase*	Telepictures/Marty Pafatta	130/85%	195/65	cash plus	Sept. 16	various
Sitcoms						
**What's Happening Now*	Columbia Pictures in assc. with LBS	89/76%	22	cash plus	Sept. 7	access/early fringe
**It's A Living*	LBS/Witt-Thomas	107/88%	22	barter	Sept.23	weekend access
**Small Wonder*	Metromedia Prod. Corp./New Program Grp.	NA/70%	24/24	cash plus	Sept. 7	weekend access
Daytime						
**Inday*	LBS/ Tribune Broadcasting/Dan Enright	100/82%	95 to 120	barter	Oct. 7	11a.m.-2:30p.m.
**America*	Paramount in assc. with Post-Newsweek	113/80%	312	cash plus	Sept. 16	early fringe
Ebony/Jet Showcase	Carl Meyers/Johnson Publishing Co.	55/71%	26/52	barter	Sept. 14	early, late fringe
Animated						
**Thundercats*	Telepictures	125/88%	65	barter	Sept. 9	afternoon
**Mask*	LBS/Enterprises	78/80%	65	cash plus	Sept.30	afternoon
**Jetsons*	Worldvision/Hanna-Barbara	85/77%	65	cash plus	Sept.16	afternoon
The Funtastic World of Hanna-Barbara	Worldvision/Hanna-Barbara	87/76%	17	barter	Sept.16	Sunday a.m.
**Jayce and the Wheeled Warriors*	SFM/Group W/ Filmation	82/76%	65	barter	Sept.16	afternoon
**She-Ra, Princess of Power*	Group W Productions/Group W/Filmation	120/84%	65	barter	Sept. 23	afternoon
**G.I. Joe*	Tribune/Claster	120/86%	65/130	barter	Sept.23	afternoon
**Gobots*	Television Program Ent./Hanna-Barbara	107/80%	65	barter	Sept.16	afternoon
**Tranzor Z*	TEN/3B	70/60%	65	barter	Apr.1	morning
Other						
**Comedy Tonight*	Orbis/Boggs/Bakar	110/78%	65/65	barter	Sept.23	late fringe
**Comedy Break*	Viacom/Barbara Booker	42/52%	65/65	cash plus	Sept.23	late fringe, access
Star Games	Viacom/Company III	110/82%	13/13	barter	Sept. 16	wknd. 4-8 p.m.
Dick Clark's Nitetime	King World/Dick Clark Productions	91/NA	35/17	cash plus	Sept.28	Sat., 11:30p.m-12:30
FTV	MCA/Chris Bearde	115/85%	36/13	barter	Sept.16	wknd late, ear. frng
Mad Movies	Four Star in assc. w/the L.A. Connection	44/43%	26/52	cash	Sept.14	wknd late night
Dempsey and Makepeace	Tribune/London Weekend Television	35/62%	19/57	cash	Sept.9	open

For the Record

As compiled by BROADCASTING, Sept. 5 through Sept. 11, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

- KQXK(AM)-KCIZ(FM) Springdale, Ark. (AM: 1590 khz; 1 kw-D; FM: 104.9 mhz; 3 kw; HAAT: 137 ft.)—Seeks assignment of license from Johnson Communications Inc. to KWON Broadcasting Inc. for $700,000, comprising $260,000 cash and remainder note. Seller is owned by Dewey Johnson, who has no other broadcast interests. Buyer is owned by R.J. Moran, who also owns KGTM(AM)-KNIN(FM) Wichita Falls, Tex. Filed Aug. 28.

- KOFY(AM) San Mateo, Calif. (1050 khz; 5 kw-D)—Seeks assignment of license from Radio Espanol Inc. to Pacific Rim Inc. for $2 million cash. Seller is owned by Doug Pledger and Robert Day, who have no other broadcast interests. Buyer is owned by James J. Gabbert (85%) and Michael P. Lincoln (15%), who also own KZTO(TV) San Francisco. Filed Sept. 3.

- KQRS-FM [CP] Pagosa Springs, Colo. (106.3 mhz)—Seeks assignment of license from Debra Jo Hillery to Rod-Mar Inc. for $50,000. Seller has no other broadcast interests. Buyer is owned by Robert B. Roddy and Wayne Marcy, who also own co-located KPAG(AM). Marcy also has interest in KKBK(AM) Aztec, N.M. Filed Aug. 28.

- WOPY(AM) Jacksonville, Fla.—Seeks transfer of control of Caleb Communications Inc. from Raymond W. Fraley (90%) and Carl D. Chapman (10%) to Marshburn Broadcasting Co. for assumption of liabilities. Sellers have no other broadcast interests. Buyer is equally owned by Danny T. Marshburn and his brother, Thomas. It also has interest in WLLY(AM) Wilson, N.C. Filed Sept. 5.

- WXLT(TV) Sarasota, Fla. (ch. 40; ERP vis. 2,871 kw; aur. 431 kw; HAAT: 771 ft.; ant. height above ground: 814 ft.)—Seeks assignment of license from Sarasota-Bradenton Florida Television Co. to Southern Broadcast Associates Joint Venture for $40,500,000 cash. Seller is principally owned by Robert W. Nelson, who also has interest in WBRD(AM)-WDUV(FM) Bradenton, Fla. and WAAT-TV Wildwood, N.J. Buyer is owned by Southern Broadcast Group (SBG) and Triquest Broadcasting Group Inc. SBG is owned by Douglas C. Barker (31%), Manuel Calvo (24%) and three others. Triquest is principally owned by James D. Gershman and three others. Barker is station manager of WTVJ(TV) Miami. Calvo is creative services director at WLTV(TV) Miami. Gershman is investment consultant from Stamford, Conn. Filed Aug. 30.

- WHUT(AM)-WLHN(FM) Anderson, Ind. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 97.9 mhz; 50 kw; HAAT: 490 ft.)—Seeks assignment of license from Eastern Broadcasting Corp. to Patch-Dunn & Associates Inc. for $2,726,000, comprising $1,726,000 cash and remainder note at 10% over five years, with interest-only payments for first four years and balloon payment on fifth year. Seller is Washington-based station group of four AM's and five FM's principally owned by Roger A. Neuhoff and his wife, Louise. His brother, John R. Neuhoff owns WESO(AM)-WQVR(FM) Southbridge, Mass. Buyer is owned by Kenneth J. Patch and five others. It also owns WOCB(AM)-WRZE(FM) West Yarmouth, Mass. Filed Sept. 4.

- WZPL(FM) Greenfield, Ind. (99.5 mhz; 50 kw; HAAT: 490 ft.)—Seeks assignment of license from H&W Communications Inc. to Midwestern Communications Ltd. for $7.5 million. Seller is Kapiolani, Hawaii-based station group of one AM, four FM's and two TV's, principally owned by Cecil Heftel and family. Heftel is Democratic representative from Hawaii. Buyer is principally owned by William L. Yde. It also has interest in KKCW(FM) Beaverton, Ore. Filed Sept. 6.

- WIDO(FM) Dunn, N.C. (103.1 mhz; 2.7 kw; HAAT: 325 ft.)—Seeks assignment of license from W.B. Belche to Landsman-Webster Communications of North Carolina Inc. for $1.2 million cash. Seller owns WIDU(AM) Fayetteville, N.C. Buyer is owned by Dean Landsman (16.66%); Maurie Webster (16.66%); Michael C. Nigris (31.66%); his wife, Norma (31.66%), Steven Baum (31.66%) and Kenneth Eisenberg (3.33%). Nigris, Baum and Eisenberg have interest in KVEC(AM) San Luis Obispo and KPGA(FM) Pismo Beach, both California. Filed Aug. 30.

- WTOE(AM) Spruce Pine, N.C. (1470 khz; 5 kw-D)—Seeks assignment of license from Toe River Valley Broadcasting Co. to WTOE Inc. for $320,000, comprising $80,000 cash and remainder note at 10%. Seller is owned by Stanley R. Beach, who has no other broadcast interests. Buyer is owned by Fred T. Boyd (50%), John J. Dobson (25%) and Carroll P. Rogers (25%). It has no other broadcast interests. Filed Aug. 29.

- KREK(FM) Bristow, Okla. (104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Big Chief Broadcasting of Bristow Inc. from L.M. Jack Beasley (35%) and Edwin R. Percival (35%) to Clifford W. Smith (30% before; 65% after) and Don I. Nelson (none before; 35% after) for

Summary of broadcasting
as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,373
Total Radio	9,813	761	10,572
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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announces its major 1985 radio transactions*

KTNQ (AM) / KLVE (FM), Los Angeles, California
for $40,000,000 Cash

WWWE (AM) / WDOK (FM), Cleveland, Ohio
for $9,500,000 Cash

WZPL (FM), Greenfield (Indianapolis) Indiana
for $11,000,000 Cash

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The Fifth Estate

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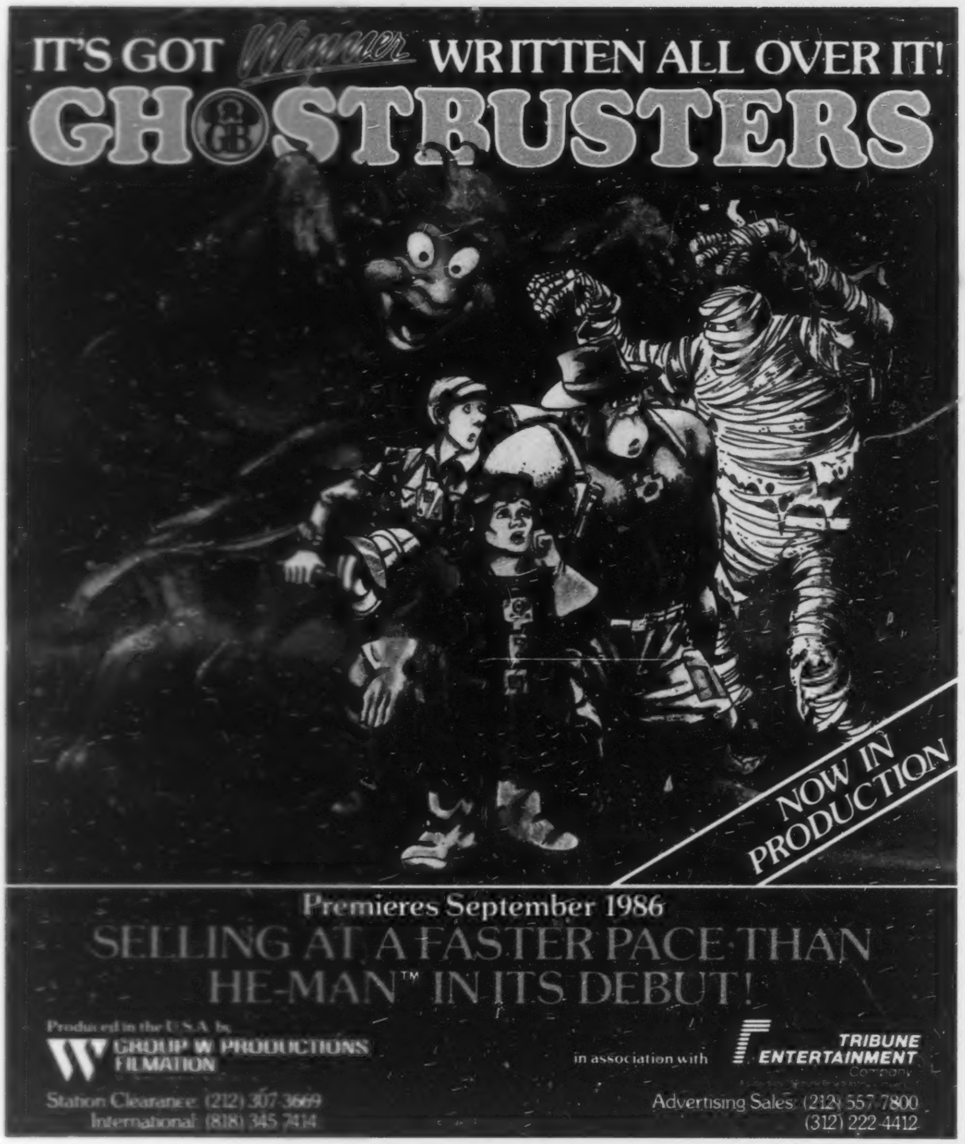
Broadcasting Sep 23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54th Year 1985

More about must carry TV: Senate-bound?

Vol. 109 No. 13

Broadcasting Sep 23

Must carry battle moves to House ☐ Songs sung blue target of Congressional scrutiny ☐ Progress on TV in Senate

SQUARING OFF ☐ Lawmakers pressure FCC for notice of inquiry or rulemaking on must-carry issue. **PAGE 23.** In House hearing on CRT reform, broadcasters ask Congress to drop compulsory license as trade-off for loss of must-carry rules. Cablecasters defend current copyright law. **PAGE 24.**

WESTWOOD HO ☐ Radio-programing producer and distributor Westwood One agrees in principle to purchase Mutual. **PAGE 25.**

GAINING GROUND ☐ Senate may be nearing approval of television coverage of its proceedings. **PAGE 26.**

DISCORDANT NOTES ☐ Parents Music Resource Center and recording artists clash at Senate hearing on "pornographic" rock lyrics. **PAGE 28.**

SCRAMBLING ☐ NCTA board OK's plan to set up independent group of cable operators to scramble programing and market it to backyard earth station owners. **PAGE 30.**

RMPC ☐ Gathering in Dallas viewed as good effort if not rousing success. BROADCASTING's coverage on **PAGES 32-41**, follows panel-by-panel, the many faces of radio programing: Keeping up with the competition and new strategies for long-form programing **PAGE 33.** Adaptabilility of Easy Listening format and importance of image to country format **PAGE 34.** Challenges and strengths of news/talk, and AM success stories **PAGE 38.** Community involvement key to success, and a look at what's happening in big band/nostalgia, adult contemporary, classical and urban formats. **PAGES 40-41.**

RTNDA REVIEW ☐ At Nashville meeting, networks discuss plans for satellite-interconnected regional networks. **PAGE 48.** John Spain, newly elected RTNDA pesident, maps out association's goals. **PAGE 49.**

THE WINNERS ARE ☐ Public Broadcasting Service takes top honors for news and documentary Emmy awards. **PAGE 50.**

WHAT'S NEW IN NEWSGATHERING ☐ Latest in new newsgear was on display at this year's RTNDA convention. **PAGE 51.**

THE CHOSEN ☐ CBS picks M/A-Com encryption system. **PAGE 53.**

WAGONS IN A CIRCLE ☐ INTV launches advertising campaign to discourage cable systems from dropping independent stations. **PAGE 58.**

APPEAL ☐ NAB asks FCC for relief from local telephone tariffs. **PAGE 59.**

SKY HIGH ☐ Insurance losses, if not satellites, continue to soar as 1985 is proving another down year for communications birds. **PAGE 61.**

TWO FOR THE MONEY ☐ Selling ads, financing station purchases, working around ratings at AM-FM combos are among subjects covered at RMPC panels on the business of radio broadcasting. **PAGE 63.**

ENTREPRENEUR ☐ Harlan Rosenzweig, president of GWSC, has risen to the challenge of building Westinghouse's cable programing and satellite services unit. **PAGE 87.**

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the classical listener is now younger than the listener of 10 years ago.

Changing face of urban format

The image of the urban format is changing. It has emerged from that of "poor step-child" to that of a salable and viable format that varies from market to market. That was among the views expressed by broadcasters participating in a Saturday afternoon urban ethnic format discussion in Dallas.

Those listening were advised to "be in touch with the street" by consultant Donna L. Harper of Donna Halper & Associates, who said the format "works" and "brings a lot of people together." Jeff Wyatt of WUSL(FM) Philadelphia suggested doing promotions that tie in with the city, which could range from hosting a show in a park to giving away albums or cars. Bob Laurence of Canoga Park, Calif.-based Drake-Chenault, which offers syndicated urban programing, said "people are most important" to the format, with music "usually last on the list." ☐

Watching out for the programs children watch

Conference in Washington debates children's programing A to Z, from history of children's television to role it should play in community

The scarcity of quality children's programing on television was blamed on everyone from the Federal Communications Commission to the networks to advertisers to parents and even children themselves at the 19th annual celebration of World Communications Day, held last Tuesday (Sept. 17) at the National Press Club in Washington. Washington ABC-TV news correspondent Carole Simpson moderated the program, sponsored by a consortium of Catholic organizations and fed by satellite to the 43 dioceses affiliated with the Catholic Telecommunications Network of America and to several non-CTNA diocese through the facilities of Public Broadcasting Service stations.

The three-hour program featured opening remarks by Bishop Pierre DuMaine, chairman of the U.S. Catholic Conference communication committee; a taped history of children's television narrated by George Heinemann, former NBC vice president for children's programing; an address by Bob Keeshan, host of *CBS Storybreak* and former "Captain Kangaroo"; clips from National Association of Broadcasters award-winning children's programs, and two panel sessions, one concentrating on commercial

NBC wins next-to-last week of off-season ratings

NBC clinched another prime time victory with the week ending Sept. 15, as it brought out a number of premieres, including one, *Golden Girls* (9-9:30 p.m. NYT), that topped the week's list of 61 shows according to Nielsen's National Television Index. NBC won the week with a 14.7 average rating and a 25 average share. ABC placed second with a 14/24 and NBC was third with a 12.5/21.

Among the week's other premieres was the third-ranked *227* (23.8/40) on NBC following *Golden Girls* at 9:30-10 on Saturday; and 13th-ranked *Helltown* (17.5/28) on NBC at 9:30-10 on Wednesday. The *ABC Sunday Night Movie* (9-11), a repeat of the pilot for *Lady Blue*, which will have a short flight as a series this fall, did a 19.2/31.

The much-talked-about CBS production of Arthur Miller's "Death of a Salesman," starring Dustin Hoffman on Sunday night from 8:17 to 11:05, came in with 14.5/23 (its scheduled 8 o'clock start was delayed by an NFL overrun).

Season premieres during the week included *NFL Monday Night Football* (20.7/35) on ABC, 9-12:07; *Facts of Life* (18.7/34) on NBC, 8:30-9 on Saturday; *60 Minutes* (19.6/35) on CBS, 7:17-8:17 on Sunday; *Punky Brewster* (8.5/16) on NBC, 8-8:30 on Sunday, and *Silver Spoons* (11.2/20) on NBC, 8:30-9 on Sunday.

HUT levels for the week were up 3% to 59.5 from 58 for the same week a year ago; combined ratings were up 2% from last year's 40.3 to 41.2, and combined shares were 69.2, down 1% from 69.8 last year.

NBC had six of the week's top 10, ABC had three and CBS had one. In nightly wins, NBC took Wednesday, Thursday and Saturday; ABC captured Monday and Friday, while CBS won Tuesday and Sunday.

■ While ABC won every prime time half hour from 9 to 11 on Monday with *Monday Night Football*, CBS won 8-9 with *Scarecrow and Mrs. King*'s 14/23.

■ On Tuesday, CBS took the night with the second part of *The Gambler—The Adventure Continues* (16.4/26). The movie beat its competition in three out of four half hours, the exception being 8-8:30 when ABC's *Who's the Boss* was number one. NBC's *Remington Steele* took 10-11.

■ On Wednesday, NBC won 8-9 and 9-10 with *Highway to Heaven* and the premiere of *Helltown*, respectively. The last hour of the *CBS Wednesday Night Movie*, "Brass," starring Carrol O'Connor, was first during 10-11.

■ NBC started off Thursday by winning 8-10. The second-ranked *Cosby Show* (24.6/40) was followed by *Back to Next Saturday* (18.1/29) at 8:30-9, pushing *Family Ties* (18.8/30) and *Cheers* (19.1/30) back a half hour later than usual. The final hour of an *ABC NFL Football Special*, L.A. Raiders vs. Kansas City, took 10-11.

■ ABC took Friday night on the strength of a *Barbara Walters Special* (20.3/35) at 9-10:30 which won every half hour. NBC's *Miami Vice* won 10:30-11.

■ With *Golden Girls* and *227*, NBC's Saturday was the highest-rated night of the week with an average 21.8/38. The *Miss America Pageant* from 10 p.m. to 12:02 a.m., was the fourth-rated program of the week.

■ On Sunday, *60 Minutes*, delayed 17 minutes by CBS's football game, while providing a good lead-in for "Death of a Salesman," was beaten by ABC's *Lady Blue* which won every half hour from 9 to 11.

Rank	Show	Network	Rating/Share
1.	*Golden Girls	NBC	25.0/43
2.	The Cosby Show	NBC	24.6/40
3.	*227	NBC	23.8/40
4.	Miss America Pageant	NBC	23.7/44
5.	Football, Wash.-Dallas	ABC	20.7/35
6.	Barbara Walters Special	ABC	20.3/35
7.	60 Minutes	CBS	19.6/35
8.	Lady Blue	ABC	19.2/31
9.	Cheers	NBC	19.1/30
10.	Family Ties	NBC	18.8/30
11.	Facts of Life	NBC	18.7/34
12.	Back to Next Saturday	NBC	18.1/29
13.	*Hell Town	NBC	17.5/28
14.	Highway to Heaven	NBC	16.8/28
15.	Gimme A Break	NBC	16.7/32
16.	The Gambler—sequel, pt. 2	CBS	16.4/26
17.	Who's the Boss?	ABC	15.3/26
18.	Love Child	NBC	15.1/24
19.	Newhart	CBS	15.0/23
20.	Kate & Allie	CBS	15.0/23
21.	Football, L.A. Raiders-K.C.	ABC	14.8/25
22.	Hill Street Blues	NBC	14.7/26
23.	Moonlighting	ABC	14.7/22
24.	Football, Sun. 7-7:17 p.m.	CBS	14.5/29
25.	Death of a Salesman	CBS	14.5/23
26.	Three's A Crowd	ABC	14.1/22
27.	Scarecrow & Mrs. King	CBS	14.0/23
28.	Remington Steele	NBC	13.1/23
29.	Simon & Simon	CBS	13.0/21
30.	Life's Embarrassing Moments	ABC	12.9/23
31.	Hotel	ABC	12.9/23
32.	Brass	CBS	12.9/22
33.	Miami Vice	NBC	12.8/23
34.	oceanQuest	NBC	12.8/20
35.	ABC All-Star Spectacular	ABC	12.7/20
36.	Cagney & Lacey	CBS	12.6/21
37.	The Cannonball Run	CBS	12.5/22
38.	Webster	ABC	12.3/24
39.	Knight Rider	NBC	12.2/23
40.	A Team	NBC	12.2/20
41.	American Almanac	NBC	12.0/22
42.	Mr. Belvedere	ABC	11.8/22
43.	Secrets of a Married Man	NBC	11.6/19
44.	TV Bloopers & Practical Jokes	NBC	11.6/19
45.	Hometown	CBS	11.2/20
46.	Silver Spoons	NBC	11.2/20
47.	West 57th	CBS	11.1/20
48.	Magnum, P.I.	CBS	11.1/18
49.	Riptide	NBC	11.1/17
50.	Joe & the Colonel	ABC	11.0/18
51.	Hardcastle & McCormick	ABC	10.6/18
52.	Benson	ABC	10.5/20
53.	I Had Three Wives	CBS	10.5/17
54.	Airwolf	CBS	8.6/16
55.	Punky Brewster	NBC	8.5/16
56.	In Like Flynn	ABC	8.4/15
57.	Love Boat	ABC	8.2/14
58.	Illusions	CBS	7.8/13
59.	Ripley's Believe It or Not	ABC	7.7/14
60.	Motown Revue	NBC	7.1/12
61.	Saturday Morning Preview	CBS	5.1/10

*indicates premiere episode

wood, N.J. By MO&O, Aug. 27.

■ Leightown, Pa. (Valley Broadcasting Co., et al) AM proceeding. Granted joint request for settlement agreement by Valley Broadcasting Co., Somerset Valley Broadcasting Co. and Rama Communications Group and dismissed with prejudice Somerset's app. for Bridgewater Township, N.J. and granted Valley Broadcasting's app. for first nighttime service to Leighton. By MO&O, Aug. 27.

■ Austin, Tex. (Capital City Community Interests Inc., et al) TV proceeding. Granted request by Lake Country Telecasters Inc. and dismissed its app. with prejudice. By order, Sept. 3.

ALJ John H. Conklin made following decisions:

■ Los Angeles (RKO General Inc., et al) AM and FM proceeding. Granted motion by Mandeville Communications Co. and dismissed its AM and FM apps. with prejudice. By order, Aug. 28.

■ Miami (Harmony Broadcasting Corp., et al) TV proceeding. Granted Harmony Broadcasting Corp.'s motion and dismissed its app. with prejudice. By order, Sept. 9.

■ Odessa, Tex. (Alfred H. Roever III and Garcia Communications) TV proceeding. Granted joint request for approval of agreement and dismissed app. of Garcia Communications; granted app. of Alfred H. Roever III, and terminated proceeding. By order, Sept. 11.

ALJ Thomas B. Fitzpatrick made following decision:

■ Kansas City, Mo. (Digital Paging Systems Inc., et al) MDS proceeding. Granted Digital Paging Systems Inc., Private Networks Inc. and Midwest Corp. joint request for issuance of contruction permit to extent that agreement is approved; dismissed with prejudice apps. of Digital Paging Systems Inc. and Midwest Corp.; amended app. of Private Networks to substitute Kansas City MDS Co.; granted app. of Kansas City MDS Co. for new MDS service at Kansas City, and terminated proceeding. By MO&O, Sept. 4.

ALJ John M. Frysiak made following decisions:

■ Orlando, Fla. (Elim Broadcasting Inc., et al) TV proceeding. Granted motion filed by Matthew D. Wiggins and dismissed his app. with prejudice. By order, Sept. 3.

■ Palatka, Fla. (Pentacostal Revival Association Inc., et al) TV proceeding. Granted motion by Palatka Television Inc. to add issues against Pentacostal to determine its financial qualifications to construct and operate; to determine if its financial qualifications certification was false or misleading, and to determine whether applicant is qualified to be licensee of commission. By MO&O, Sept. 3.

ALJ Joseph P. Gonzalez made following decisions:

■ Gulf Shores, Ala. (WHIS Unlimited Inc. and Garcia Communications) TV proceeding. Granted motion for summary decision by WHIS Unlimited and resolved air hazard issue in its favor. By MO&O, Sept. 3.

■ Tampa, Fla. (Mary Ann S. Bohi, et al) TV proceeding. By separate orders: granted Television Tampa's motion and dismissed its app. with prejudice; granted letter request by Gary E. Willson and dismissed his app. with prejudice, and granted Channel 50 Ltd.'s motion and dismissed its app. with prejudice. By orders, Sept. 11.

■ Arlington, Tex. (Charisma Broadcasting Corp., et al) TV proceeding. Granted motion for partial summary decision by Johnson Television Ltd. and resolved air hazard issue in its favor. By MO&O, Sept. 11.

ALJ Edward J. Kuhlmann made following decisions:

■ Orchard, Neb. (Good Life Radio Inc. and Jerrell Kautz) FM proceeding. Granted joint agreement; dismissed with prejudice Kautz's app.; granted Good Life's app. for new FM station at Orchard, and terminated proceeding. By MO&O, Aug. 29.

■ Fayetteville and Winterville, N.C. (Cape Fear Broadcasting Co. and Brown-Johnson Co Inc.) AM proceeding. Granted joint agreement; dismissed with prejudice app. of Brown-Johnson; granted Cape Fear's app. to change operation from 940 khz to 640 khz at Fayetteville, and terminated proceeding. By MO&O, Aug. 29.

ALJ Edward Luton made following decisions:

■ Miami (Tel-Car Corp., et al) MDS proceeding. Granted joint agreement to form joint venture with each app. having 25% share of Tel-Car's substituted app., Miami MDS Co.; dismissed with prejudice apps. of Multi-Communications Service Inc., Private Networks Inc., and M.C.C.A. Service Corp.; granted Miami MDS's app. for new MDS station at Miami, and terminated proceedings. By MO&O, Aug. 29.

■ Morehead, Ky. (John H. Leland and Garcia Communications) TV proceeding. Granted joint request for approval of agreement and dismissed app. of Leland with prejudice; granted app. of Garcia, and terminated proceeding. By MO&O, Sept. 11.

■ Cleveland Heights, Ohio (Friendly Broadcasting Co. and Cleveland Heights Entertainment Radio Inc.) AM and FM proceeding. Granted joint petition for settlement agreement; dismissed Cleveland Heights' app. with prejudice; granted app. of Friendly, and terminated proceeding. By MO&O, Sept. 11.

ALJ Joseph Stirmer made following decisions:

■ Roswell, N.M. (Roswell Broadcasting and Susan Harris) TV proceeding. Granted joint agreement; dismissed Susan Harris' app. with prejudice; conditionally granted Roswell's app. for new TV station at Roswell, and terminated proceeding. By MO&O, Aug. 26.

■ Pulaski, N.Y. (Oswego-Jefferson Broadcasting Inc. and Pulaski Broadcasting) FM proceeding. Granted joint agreement; dismissed Pulaski Broadcasting's app. with prejudice; granted app. of Oswego for new FM station at Pulaski, and terminated proceeding. By MO&O, Aug. 29.

■ Memphis (Jack Townes, et al) TV proceeding. By separate orders: granted request and dismissed app. of Channel 50 of Memphis with prejudice and enlarged issue against Dorothy B. Evans to determine whether she is financially qualified to construct and operate her proposed station. By orders, Sept. 11.

ALJ James F. Tierney made following decision:

■ Wasilla, Alaska (Shirley C. Bumpous and Caprice E. Ford) AM proceeding. Granted joint request for settlement agreement; dismissed app. of Bumpous with prejudice; granted app. of Ford, and terminated proceeding. By MO&O, Sept. 11.

Call Letters

Applications

Call	*Sought by*
	Existing AM's
WKTZ	WJAX Kravis Co. of Jacksonville, Jacksonville, Fla.
WCZN	WQIO Lloyd B. Roach Inc., Chester, Pa.
KWJS	KXOL Universal Broadcasting of Fort Worth-Dallas Inc., Fort Worth
	Existing FM's
WEWZ	WBMP Joel Schneider, M.D., Elwood, Ind.
WJFK	WRZE Patch-Dunn & Associates Inc., West Yarmouth, Mass.
WZOO	WAXC Keymarket Communications of Ohio Ltd., Wapakoneta, Ohio
	Existing TV
KVEA	KBSC-TV Estrella Communications Inc., Corona, Calif.

Summary of broadcasting
as of August 31, 1985

Service	On Air	CP's	Total*
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Grants

Call	*Assigned to*
	New AM
WOLM	FLA Ltd., Lake Mary, Fla.
	New FM's
WQCB	Castle Broadcasting, Brewster, Me.
KTRA	Dewey Matthew Runnels, Farmington, N.M.
KUUL	Connie T. Catsis, Gallup, N.M.
KWCJ	Woodridge Enterprises Inc., Willow Springs, Mo.
KKRS	Christine E. Paul, Burns, Ore.
WYTE	Sharon Broadcasting Corp., Whiting, Wis.
	Existing AM's
KDYN	KZRK Ozark Communications Inc., Ozark, Ark.
WIRK	WPCK Atlantic Broadcasting Corp., West Palm Beach, Fla.
WLGY	WBZI Baker Broadcasters Inc., Xenia, Ohio
KSPL	KCNY SMR Corp., San Marcos, Tex.
	Existing FM's
WULA-FM	WKQK Lake Eufaula Broadcasting Inc., Eufala, Ala.
KXMG	KOPO Cactus Broadcasting Limited Partnership, Marana, Ariz.
KDYN-FM	KZRK-FM Ozark Communications Inc., Ozark, Ark.
KDON	KDON-FM Grace Broadcasting Inc., Salinas, Calif.
KUSN	KRMX-FM Sunbrook Broadcasting Inc., Pueblo, Colo.
WLCS	WKTZ Kravis Co. of Jacksonville Inc., Jacksonville, Fla.
WARM-FM	WRMM Susquehanna Broadcasting Co., Atlanta
WQWT	WWWT WEBO Radio, Owego, N.Y.
WTLT	WELP-FM American Communications of Greenville, South Carolina Inc., Easley, S.C.
WTMG	WZKS TransColumbia Communications, Murfreesboro, Tenn.
KLLI	KFFR John D. Mitchell, Hooks, Tex.
KSOS	KFRZ-FM First National Broadcasting Corp., Brigham City, Utah
*WVWV	WHPW West Virginia Educational Broadcasting Authority, Huntington, W.Va.
	Existing TV's
KBRR	KFOM-TV Fargo Broadcasting Corp., Thief River Falls, Minn.
KNRR	KWBA Fargo Broadcasting Corp., Pembina, N.D.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 30

KSTP-TV PROUDLY INTRODUCES
TWIN CITIES LIVE.

A provocative daily hour bringing our Twin Cities audiences face-to-face with today's issues. TWIN CITIES LIVE, another strong program addition to the Twin Cities News and Information Station*, KSTP-TV.

TWIN CITIES LIVE

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SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

54th Year 1985

Riding new wave
Showing new life
Still on a roll

Vol. 109 No. 14

Broadcasting Sep 30

Some movement on must carry at FCC
Fowler drops hints on crossownership rules
State of the art on independents

AT IRTS ☐ Fowler hints that commission's newspaper-broadcast crossownership rules may have outlived their usefulness. **PAGE 39.**

FIRST STEP ☐ FCC indicates it will pursue notice of inquiry and notice of proposed rulemaking concerning formulation of some kind of must carry rules. Direction that will take is uncertain. **PAGE 42.**

SUMMER BIDDING ☐ Networks submit bids for summer Olympics for 1988 but host country, South Korea, is disappointed with the numbers. **PAGE 43.**

WITH THE ANALYSTS ☐ CBS goes before New York security analysts, discusses soft advertising market. **PAGE 45.**

CABLE LOSS ☐ Alabama pole-attachment-rate case goes against cable industry, as FCC rate-making formula is thrown out. **PAGE 52.**

GLORY DAYS ☐ Independent television stations have more than come into their own and are now a thriving part of the Fifth Estate. Although the must-carry issue clouds the horizon, prospects have never been better. **PAGE 55.** As the number of stations increases, variations in formats crop up in order to attract market share. **PAGE 56.** Although movies remain the programing staple of many indies, new comedy, drama, informational and first-run movies bypassed by the networks are increasingly showing up indie schedules. **PAGE 60.** Sports programing remains important asset for an independent's program block and station identity. **PAGE 66.** More and more advertisers are including independents in the overall media mix. **PAGE 72.**

GOING SOUTH ☐ Networks fly anchors to Mexico to originate evening newscasts from site of earthquake disaster. **PAGE 76.**

SECOND LOOK ☐ Network representatives, Luken and Kissinger critique media coverage of Beirut hostage ordeal. **PAGE 82.**

DEAL COMPLETION ☐ Rupert Murdoch becomes sole owner of 20th Century Fox, buying out partner Marvin Davis for $325 million. **PAGE 90.**

MAKING GOOD ☐ Theatricals appearing on ad-hoc networks are outperforming network shows in some cases. **PAGE 93.**

AND THE WINNER IS ☐ NBC tops list of winners of prime time Emmys with 25. **PAGE 94.**

WHOLESALE CHANGES ☐ Three network affiliates in San Francisco completely revamp 3 to 5 p.m. block. **PAGE 97.**

VIDEO AWARDS ☐ MTV hands out its music video awards at Rockefeller Center. **PAGE 99.**

NEWS ENTRY ☐ New half-hour news program is under development by Maryland and New Jersey public television units. **PAGE 99.**

TAKING CARE OF BUSINESS ☐ Roy Stewart, chief of FCC's video services division, believes in expediting the transaction of station business. **PAGE 135.**

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sion and Radio Commercials Festival, sponsored by *U.S. Festivals Association*. Information : (312) 834-7773.

Oct. 1—*Cabletelevision Advertising Bureau* local advertising sales workshop. La Mansion hotel, Austin, Tex.

Oct. 1—*Society of Satellite Professionals, Southern California chapter*, meeting. Sheraton Mirimar hotel, Santa Monica, Calif.

Oct. 2—*West Virginia Broadcasters Association* sales seminar. Charleston House, Charleston, W. Va.

Oct. 2—*New York chapter, National Academy of Television Arts and Sciences*, luncheon. Speaker: Kevin O'Brien, vice president-general manager, WNEW-TV New York. Copacabana, New York.

Oct. 2—*Academy of Television Arts and Sciences* seminar, "Making the Story Work: A Structural Look at Movies-of-the-Week and Mini-series." Speaker: Linda Seger, Hollywood script consultant. Writers Guild Theater, Los Angeles.

Oct. 2-4—Careers conference, sponsored by *Institute of Electrical and Electronics Engineers* and *United States Activities Board*. Royal Sonesta hotel, Boston. Information: (202) 785-0017.

Oct. 2-5—"Chicago Television Festival: A Salute to Ernie Kovacs and the 50's," benefit for *Center for New Television*. CNTV, Chicago. Information: (312) 664-6100.

■ **Oct. 2-6**—*Women in Communications* national professional conference. Among speakers: Linda Ellerbee, NBC News correspondent. Adam's Mark hotel, Indianapolis. Information: (512) 346-9875.

Oct. 3—Second annual *Walter Kaitz Foundation* awards dinner, saluting Tele-Communications Inc. co-founders, Betsy and Bob Magness. Waldorf-Astoria, New York. Information: (415) 428-2225.

Oct. 3—Dinner-dance honoring Donald Menchel, president, MCATV, sponsored by *Brandeis University*. Proceeds will be used to establish scholarship. Plaza hotel, New York.

Oct. 3—*Cabletelevision Advertising Bureau* local advertising sales workshop. Meridian Plaza hotel, Oklahoma City.

Oct. 3—*West Virginia Broadcasters Association* sales seminar. Ramada Inn, Morgantown, W. Va.

Oct. 3—*Radio Advertising Bureau* seminar on how radio stations can help retailers develop vendor support programs. St. Francis hotel, San Francisco.

Oct. 3-4—"Cable Update '85," workshop sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives conference center, Washington. Information: (202) 737-8563.

Oct. 3-4—*Washington Executive Broadcast Engineers* fall conference. Cavalier hotel, Virginia Beach.

Oct. 3-6—*American Women in Radio and Television, South Central area*, conference, including Bill Brower

Stay Tuned

A professional's guide to the intermedia week (Sept. 30-Oct. 6)

Network television ☐ **CBS:** *Murder: By Reason of Insanity* (docudrama), Tuesday 9-11 p.m.; *Beverly Hills Cowgirl Blues* (action), Saturday 9-11 p.m. **PBS** (check local times): *The National Nutrition Quiz* (health special), Monday 8-9 p.m.; *War: A Commentary with Gwynne Dyer** (seven-part series), Tuesday 9-10 p.m.; *An Uncertain Harvest* (documentary), Tuesday 10-11 p.m.; "Say Amen, Somebody" (documentary), Wednesday 8-9:30 p.m.; *Innovation* (two-part report on food), Saturday and next Saturday, 7:30-8 p.m.; *Juilliard at 80* (live arts performance), Saturday 8-10 p.m.; *American Interests** (documentary series), Sunday 6-6:30 p.m.; *Unfinished Business* (documentary), Sunday 10-11 p.m.

EPUTY SHERIFF
GOMER

Top: Steve Martin and Lily Tomlin star in "All of Me" on Cinemax, HBO, Showtime and The Movie Channel. Above: On the set of *The Andy Griffith Show*, which will air on WTBS(TV) Atlanta.

Cable ☐ **Arts & Entertainment:** *The Borgias** (10-part mini-series), Wednesday 9-10:30 p.m.; *Swan Lake* (ballet), Thursday 8-11 p.m.; *An Evening at the Improv** (52-part stand-up comedy series), Sunday 11 p.m.-midnight. **Cinemax:** "Missing in Action" (adventure), Tuesday 10-11:45 p.m.; "All of Me" (comedy), Thursday 9-10:30 p.m.; *Firesign Theatre—Eat or Be Eaten* (comedy), Thursday 10:30-11 p.m.; "Country" (drama), Friday 8-10 p.m.; "The Brother From Another Planet" (comedy/fantasy), Saturday 3:30-5:30 p.m. **The Disney Channel:** "Katy" (animated musical), Saturday 10:30 a.m.-noon; "Country" (drama), Tuesday 8-10 p.m.; "Something Wicked This Way Comes" (suspense), Wednesday 11 p.m.-12:30 a.m. **HBO:** *Isaac Littlefeathers* (drama), Tuesday 4:30-6 p.m.; "All of Me" (comedy), Tuesday 8-9:30 p.m.; "Country" (drama), Wednesday 8-10 p.m.; *The Park is Mine* (thriller), Sunday 8-10 p.m. **The Movie Channel:** "All of Me" (comedy), Friday 8-9:30 p.m.; "Country" (drama), Sunday 8-10 p.m. **The Nashville Network:** *Opry Tributes** (entertainer series), weekdays 6:30-7 p.m.; *Country Kitchen** (culinary/interview series), Sunday 2-2:30 p.m. **Showtime:** "All of Me" (comedy), Wednesday 9-10:30 p.m.; "Country" (drama), Friday 8-10 p.m. **USA Network:** *Dick Cavett, USA** (interview series), Monday 10-11 p.m.; *Check It Out!** (comedy series), Wednesday 8-8:30 p.m. **WTBS(TV) Atlanta:** *Andy's Silver Anniversary Special* (five *Andy Griffith Show* episodes), Thursday 8:05-10 p.m.

Museum of Broadcasting (1 East 53d Street, New York) ☐ *Leonard Bernstein: The Television Work*, 60 hours of programing featuring works of conductor, composer and teacher, through Nov. 14. *Television's Silents: Silent Films Newly Restored and Orchestrated for Television*, week-long screenings through Nov. 2 of seven silent films restored by Kevin Brownlow and David Gill—"The Wind," "Flesh and the Devil," "Old Heidelberg, or The Student Prince," "Show People," "Napoleon," "A Woman of Affairs" and "Our Hospitality"—with "Flesh and the Devil" premiering this week, Tuesday through Saturday at 3 p.m. *Discovery: Rare Honeymooners*, 75 rereleased *Honeymooners* half-hours, screened with hour-long episodes of *Cavalcade of Stars*, Tuesday-Saturday at noon, 1:45 p.m., 3:30 p.m., 5:15 p.m. and 7 p.m., through Thursday.

Note: all times are NYT. Asterisk denotes series premiere.

Errata

Worldvision is launching first-run, hour-long drama series, *Return to Eden*, on **33 stations representing 31% coverage** of U.S. television homes. New syndicated series, which continues story of mini-series *Return to Eden* distributed by Worldvision last season, premiered Sept. 15. Series was omitted in chart of new, first-run syndicated shows which appeared in Sept. 16 issue. In addition, terms for Worldvision's *The Jetsons* are straight cash, not cash plus barter, as reported in same chart.

☐

Company which helped Don King Radio Networks **clear Spanish-language stations** for Sept. 21 **championship bout** between **Larry Holmes and Michael Spinks was Los Angeles-based Radio Works,** not Radio Arts, as mentioned in Sept. 9 live radio programing story.

☐

In "Syndication Marketplace" in Sept. 9 issue, **WLS-TV Chicago,** not WFLD-TV there, **cleared Muller Media's holiday specials.**

block of *Love Connection, Jeopardy* and *Headline Chasers* before leading into local news at 5 p.m.

Wilson said *TGI4*, which will also be renamed in its new format, will retain co-hosts Patrick Vanhorn and Jan Rasmusson. "We think it will be a better show and more effectively compete in that time period," said Wilson of the restructured format. He said cutting the three-year-old, one-hour show back a half-hour was partly because KRON-TV wants to produce more local specials for weekend time periods, in addition to fine tuning the format. "What we're hoping to do is a show every day from a different location in the Bay Area," Wilson said. "We always had [remote] inserts, but it was basically a studio show and looked like it."

The hour-long *TGI4* is believed to cost KRON-TV about $1 million annually to produce, but due to heavy expenses with remote shoots, Wilson estimated cutting the show by 30 minutes would only reduce costs 25%. He stressed that staff was not being relieved, but reassigned to the weekend specials or other parts of the programing department.

Wilson sought to separate his effort from *The Afternoon Show* on KPIX-TV. He said KPIX-TV's hiring of a Los Angeles booking agent signals that KPIX-TV has ambitious plans for the show—possibly national syndication—and it will be hard for *The Afternoon Show* to retain a local identity. As for the new *TGI4*, said Wilson, "if this show would play well in Chicago, we've done it wrong."

Programers who follow *America* (Paramount and Post-Newsweek) noted that KGO-TV's scheduling of the program at 3 p.m., rather than at 4 p.m., might be an indication KGO-TV was getting cold feet about the show's ability as a local news lead-in. But Woodruff, who sits on an advisory commitee of *America* affiliates, explained he "just wants to give the show upfront a good head start" by scheduling it as a lead-out to *General Hospital*. He said Paramount is going gung ho on *America* by recruiting "the best people in Hollywood as line producers." Woodruff said it gave him added confidence when Paramount was able to woo Susan Watson, former executive prodcuer of *Good Morning America*.

As for *Donahue* going head-to-head

NBC takes final week of off-season ratings

Led by a highly rated Thursday with *The Cosby Show* and Saturday with *Golden Girls*, NBC clinched the last week of off-season prime-time ratings with a 16.1 rating and a 27 share based on Nielsen's National Television Index for the week ending Sept. 22. NBC had eight of the week's top 10 shows. ABC placed second for the third time in three weeks with a 14.5/24 and CBS was third with a 12.5/21.

In premieres for the week, CBS brought out its all-new Wednesday lineup and placed second in overall ratings for the night. At 8-9, *Stir Crazy* scored a 14.4/24, followed by *Charlie and Company* (16.1/25) at 9 and *George Burns Comedy Week* (14.5/23) at 9:30. For those two hours, CBS placed second. From 10 to 11, the *Equalizer* (18.3/32 and 11th-ranked for the week) was first. ABC's *45/85*, a three-hour historical overview on Wednesday, from 8 to 11, did a 10.6/18.

ABC had four premieres. Two-hour premieres for *Our Family Honor* on Tuesday (9-11) and *Spenser for Hire* (Friday, 9-11) scored a 15.4/25 and a 14/24, respectively. One-and-a-half-hour episodes of *Hollywood Beat* (8-9:30) and *Lime Street* (9:30-11) scored 12.5/23 and 14.7/26.

In its second week, ABC *Monday Night Football* delivered an 18.1/31 to come in 13th for the week. That marked a 12% increase from the first game of the season last year. An *ABC NFL Football Special* on Thursday did a 15.3/26.

On Sunday night, the syndicated portion of the *FarmAid* broadcast preempted prime time schedules on seven ABC affiliates, 30 NBC affiliates and 54 CBS affiliates, according to a FarmAid spokesman. Coverage of *FarmAid* contributed to the week's modest HUT level gains.

HUT levels posted a modest gain from last year, but combined ratings and shares fell. Compared to last year when they were at 58.3, HUT levels for the week were up 3% to 60.2; combined ratings were down 3% percent, from last year's 44.3, at 43.1, and combined shares were down 6%, from last year's 76.6, at 72.

NBC had wins on Tuesday, Wednesday, Thursday, Friday and Saturday, and ABC had wins on Sunday and Monday.

- A Monday win for ABC was attributable to the ratings strength of the season's second *Monday Night Football* game from 9 to 11 featuring Pittsburgh and Cleveland. An *NBC All-Star Hour* took the 8 to 9 time period.
- Following a presidential news conference that delayed each network's prime time schedule from 8 to 8:30, NBC took Tuesday with the ninth-ranked *A Team* and 14th-ranked *Bob Hope Buys NBC*.
- Along with the all-new CBS schedule, Wednesday saw the season premiere of NBC's *Highway to Heaven*, which ranked sixth for the week. It delivered an 18.9/32 to win its time period. The season premiere of *St. Elsewhere* from 10 to 11 scored a 14.7/26. NBC took the night with a 17.4/29, and ABC placed third with a 10.6/18.
- NBC won Thursday with the first-ranked *Cosby Show* and the fourth-ranked *Family Ties*, at 8 and 8:30, respectively.
- NBC also took Friday night, which saw three premieres. The one-hour season debut of *Webster* from 8 to 9 did a 13.8/25 to place second in its time period opposite the first hour of the season premiere of *Knight Rider*, which edged out *Webster* with a 13.9/25. Overall, from 8 to 10, *Knight Rider* scored a 15.3/26. A two-hour *Spenser: For Hire* did a 14/24 from 8 to 10.
- Saturday night on NBC featured the second- and third-ranked *Golden Girls* (22.5/40) and *227* (20.6/37), respectively, at 8 and 8:30, as well as the season premiere of *Hunter* at 10 (18.2/33).
- Sunday's upset of CBS by ABC came despite a strong lead-in CBS received from a 17-minute NFL overrun (15.3/30) and the fifth-ranked *60 Minutes* during the following hour. The *NBC Sunday Night Movie*, a repeat of "Earth's Final Fury," from 8 to 11, did a 13/20.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	23.3/38
2.	Golden Girls	NBC	22.5/40
3.	227	NBC	20.6/37
4.	Family Ties	NBC	20.3/32
5.	60 Minutes	CBS	19.3/33
6.	Highway to Heaven	NBC	18.9/32
7.	Hell Town	NBC	18.7/30
8.	Facts of Life	NBC	18.6/34
9.	A Team	NBC	18.6/29
10.	Emmy Awards	ABC	18.6/29
11.	*Equalizer	CBS	18.3/32
12.	Hunter	NBC	18.2/33
13.	Football, Pitt.-Clev.	ABC	18.1/31
14.	Bob Hope Special	NBC	18.1/29
15.	Cheers	NBC	17.6/27
16.	Miami Vice	NBC	17.0/30
17.	Night Court	NBC	16.8/27
18.	Kate & Allie	CBS	16.6/25
19.	*Charlie & Co.	CBS	16.1/25
20.	Newhart	CBS	16.1/24
21.	Gimme A Break	NBC	16.0/31
22.	NBC's All-Star Happy Hour	NBC	15.8/25
23.	*Our Family Honor	ABC	15.4/25
24.	Football, Sun. 7-7:17 p.m.	CBS	15.3/30
25.	Knight Rider	NBC	15.3/26
26.	Football, Chicago-Minn.	ABC	15.3/26
27.	Hill Street Blues	NBC	15.1/26
28.	Simon & Simon	CBS	14.8/23
29.	St. Elsewhere	NBC	14.7/26
30.	*Lime Street	ABC	14.7/26
31.	*George Burns Comedy	CBS	14.5/23
32.	*Stir Crazy	CBS	14.4/24
33.	Remington Steele	NBC	14.2/28
34.	*Spenser: For Hire	ABC	14.0/24
35.	Webster	ABC	13.8/25
36.	Cagney & Lacey	CBS	13.8/24
37.	Mirrors	NBC	13.8/22
38.	Who's the Boss?	ABC	13.7/22
39.	Scarecrow & Mrs. King	CBS	13.6/23
40.	Murder, She Wrote	CBS	13.2/20
41.	Earth's Final Fury	NBC	13.0/20
42.	*Hollywood Beat	ABC	12.5/23
43.	Dallas	CBS	12.5/21
44.	Magnum, P.I.	CBS	12.0/19
45.	Silver Spoons	NBC	11.9/20
46.	Falcon Crest	CBS	11.5/20
47.	Hometown	CBS	11.3/20
48.	Crazy Like a Fox	CBS	11.1/17
49.	Trapper John, M.D.	CBS	10.9/19
50.	45/85	ABC	10.6/18
51.	Sunset Limousine	CBS	10.5/17
52.	West 57th	CBS	10.0/21
53.	Ripley's Believe It or Not	ABC	9.5/17
54.	Hardcastle & McCormick	ABC	9.5/16
55.	Bugs Bunny Special	CBS	9.1/17
56.	Airwolf	CBS	8.9/17
57.	Punky Brewster	NBC	8.4/15
58.	Used Cars	CBS	7.3/13

*indicates premiere episode

■ KJQN-FM (95.5 mhz) Ogden, Utah—Seeks CP to change TL; change ERP to 75 kw, and change HAAT to 2,292 ft. App. Sept. 18.

■ WRXL (102.1 mhz) Richmond, Va.—Seeks CP to change TL; change ERP to 20 kw; change HAAT to 786 ft., and make changes in ant. sys. App. Sept. 23.

■ KAJR (99.3 mhz) Yakima, Wash.—Seeks CP to move SL. App. Sept. 17.

TV's

Tendered

■ KOOG-TV (ch. 30) Ogden, Utah—Seeks MP to change TL. App. Sept. 23.

Accepted

■ WBLN (ch. 43) Bloomington, Ill.—Seeks MP to change ERP to vis. 112 kw, aur. 112 kw and change HAAT to 965 ft. App. Sept. 18.

■ WCIV (ch. 4) Charleston, S.C.—Seeks MP to change HAAT to 1,958.16 ft. and change TL. App. Sept. 23.

■ WCSC-TV (ch. 5) Charleston, S.C.—Seeks MP to change HAAT to 1,960 ft.; replace ant., and change TL. App. Sept. 19.

■ WBOY-TV (ch. 12) Clarksburg, W.Va.—Seeks CP to change ERP to vis. 262 kw, aur. 26.2 kw. App. Sept. 18.

Actions

AM's

■ WZZX (780 khz) Lineville, Ala.—Granted app. to change TL. Action Sept. 13.

■ KLKY (1130 khz) Prescott, Ariz.—Granted app. to correct coordinates of TL. Action Sept. 9.

■ KAFY (550 khz) Bakersfield, Calif.—Granted app. to operate transmitter by remote control. Action Sept. 11.

■ KPLA (110 khz) Pasadena, Calif.—Granted app. to make changes in ant. sys. Action Sept. 13.

■ WSTC (1400 khz) Stamford, Conn.—Granted app. to change TL and make changes in ant. sys. Action Sept. 13.

■ WINZ (940 khz) Miami—Granted app. to make changes in ant. sys. Action Sept. 9.

■ WNWS (790 khz) South Miami, Fla.—Granted app. to move SL to 20450 N.W. 2d Ave., Dade County. Action Sept. 12.

■ WJTX (1580 khz) Urbana, Ill.—Dismissed app. to change city of lic. to Tolono, Ill.; change freq. to 870 khz; increase power to 1 kw; change TL; install DA-D, and make changes in ant. sys. Action Sept. 9.

■ WKEQ (910 khz) Burnside, Ky.—Granted app. to make changes in ant. sys. Action Sept. 9.

■ WHAS (840 khz) Louisville—Granted app. to make changes in ant. sys. Action Sept. 9.

■ WFRB (560 khz) Frostburg, Md.—Granted app. to make changes in ant. sys. Action Sept. 13.

■ KBRL (1560 khz) Imperial, Neb.—Dismissed app. to change TL and make changes in ant. sys. Action Aug. 30.

■ WHCU (870 khz) Ithaca, N.Y.—Granted app. to change TL. Action Sept. 11.

■ WKSN (1340 khz) Jamestown, N.Y.—Granted app. to increase nighttime power to 1,000 w. Action Sept. 9.

■ KRMG (740 khz) Tulsa, Okla.—Dismissed app. to make changes in ant. sys. Action Sept. 9.

■ KLIQ (1290 khz) Lake Oswego, Ore.—Granted app. to change SL to 9500 S.W. Barbur Blvd., Lake Oswego. Action Aug. 30.

■ WYAK (1270 khz) Surfside Beach, S.C.—Granted app. to make changes in ant. sys. Action Sept. 9.

■ KAAM (1310 khz) Dallas—Granted app. to change SL to 15851 Dallas Parkway, Addison, Tex. Action Sept. 6.

■ KFJZ (870 khz) Fort Worth—Granted app. to increase power to 1 kw and change to DA-D. Action Sept. 11.

■ KLO (1430 khz) Ogden, Utah—Granted app. to change TL. Action Sept. 13.

FM's

■ WENN-FM (107.7 mhz) Birmingham, Ala.—Granted app. to change TL and change HAAT to 1,036.48 ft. Action Sept. 11.

■ WAVV (101.1 mhz) Marco, Fla.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 982 ft., and make changes in ant. sys. Action Sept. 12.

■ WJYO (107.7 mhz) Mount Dora, Fla.—Granted app. to change TL and change HAAT to 1,613 ft. Action Sept. 12.

■ WGNE-FM (98.5 mhz) Panama City, Fla.—Granted app. to change TL; change HAAT to 1,354.64 ft., make changes in ant. sys. Action Sept. 16.

■ KQPI-FM (99.1 mhz) Idaho Falls, Idaho—Granted app. to change ERP to 100 kw. Action Sept. 10.

■ KNAQ (92.1 mhz) Rupert, Idaho—Granted app. to move SL outside community of lic. and change TL. Action Sept. 16.

■ KTPK (106.9 mhz) Topeka, Kan.—Granted app. to change TL and change HAAT to 1,209.4 ft. Action Sept. 10.

■ WBOX-FM (92.7 mhz) Varnado, La.—Granted app. to change TL; change HAAT to 328 ft., and make changes in ant. sys. Action Sept. 16.

■ WESQ (102.5 mhz) Camden, Me.—Granted app. to move SL to Rockport, Me. Action Sept. 11.

■ WFRB-FM (105.3 mhz) Frostburg, Md.—Granted app. to change HAAT to 957.76 ft. Action Sept. 11.

■ WKZB (95.3 mhz) Drew, Miss.—Granted app. to move SL outside community of lic. Action Sept. 13.

■ KPQX (92.5 mhz) Havre, Mont.—Granted app. to install aux. sys. Action Sept. 11.

■ WDBN (94.9 mhz) Medina, Ohio—Dismissed app. to change TL; change ERP to 26.3 kw, and change HAAT to 879.04 ft. Action Sept. 17.

■ WKBN-FM (98.8 mhz) Youngstown, Ohio—Dismissed app. to change ERP to 5.9 kw. Action Sept. 13.

■ KDEP (97.7 mhz) Durant, Okla.—Granted app. to change ERP to 2.15 kw and change HAAT to 350 ft. Action Sept. 10.

■ KFMJ (96.9 mhz) Grants Pass, Ore.—Granted app. to change ERP to 74 kw and change HAAT to 426.46 ft. Action Sept. 10.

■ WTCB-FM (106.7 mhz) Orangeburg, S.C.—Granted app. to install aux. sys. Action Sept. 12.

■ KAYD (97.5 mhz) Beaumont, Tex.—Granted app. to change TL and make changes in ant. sys. Action Sept. 13.

■ KIJN-FM (92.3 mhz) Farwell, Tex.—Granted app. to change HAAT to 355 ft. Action Sept. 11.

■ *KHOY (88.1 mhz) Laredo, Tex.—Granted app. to change ERP to 1.8 kw and change HAAT to 348.47 ft. Action Sept. 13.

■ WPKX-FM (105.9 mhz) Woodbridge, Va.—Granted app. to change ERP to 28 kw and change HAAT to 647.8 ft. Action Sept. 16.

■ WKKB (92.1 mhz) Manitowoc, Wis.—Granted app. to change ERP to 1.69 kw and change HAAT to 419 ft. Action Sept. 11.

TV

■ KCHF (ch. 11) Santa Fe, N.M.—Granted app. to move SL outside city of lic. Action Sept. 10.

Summary of broadcasting
as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

In Contest

Review Board made following decision:

■ San Antonio, Tex. (San Antonio Educational Television Inc. and Hispanic Community Educational T.V. Inc.) TV proceeding. Scheduled oral agreement for Oct. 18 on exceptions to initial decisions of ALJ James Tierney granting both apps. to operate on share-time basis. Each party has 20 minutes for argument. San Antonio Educational Television may reserve part of its time for rebuttal. By letter, Sept. 18.

General Counsel made following decision:

■ Jonesboro, Ark. (MSB Communications Corp. and Whispering Sounds Inc.) FM proceeding. Granted joint motion for approval of agreement and dismissed app. of Whispering Sounds; granted app. of MSB Communications for new FM station at Jonesboro, and terminated proceeding. By order, Sept. 17.

ALJ Joseph Chachkin made following decision:

■ San Diego (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted motion by Esmeralda Broadcasting Corp. and dismissed its app. with prejudice and granted motion by Steve Virissimo and Cynthia Virissimo and dismissed their app. with prejudice. By orders, Sept. 17 & 19.

ALJ John H. Conkiin made following decision:

■ Honolulu (Alan Adams, et al) FM proceeding. Granted motion by Alan Adams and dismissed his app. By order, Sept. 16.

ALJ Thomas B. Fitzpatrick made following decision:

■ San Francisco (RKO General Inc., et al) AM proceeding. Granted motion by Paul J. Growald to extent of adding issue against Gold Coast Broadcasting Inc. to determine facts and circumstances with respect to failure of Gold Coast to disclose appointment of Henry M. Mestre Jr. as director of *The Tribune*, and whether Gold Coast mispresented facts or lacked candor, and effect thereof on basic and/or compartive qualifications of Gold Coast to be commission licensee. By MO&O, Sept. 17.

ALJ John M. Frysiak made following decisions:

■ Vero Beach, Fla. (Robert I. Heaid and Thomas H. Wall, et al) FM proceeding. Granted joint request for settlement agreement; dismissed apps. of Heald and Wall, B.F.J. Timm, Oceanaire Broadcasting of Vero Beach, Fla., Inc., Vero Beach Broadcasting Group Inc., VHF Associates, Suzette Berkman and Roberta Berkman and Patricia Bellairs with prejudice; granted app. of Florida Coastal Broadcasting Inc. for new FM station in Vero Beach, and terminated proceeding. By MO&O, Sept. 13.

■ Bethesda, Md., and Washington (RKO General Inc., et al) AM and FM proceeding. By separate orders: granted Ming Broadcasting Ltd.'s motion for protective order and ordered that its limited partners, A. Wray Fitch III and Carlton L. Byrd are not required to appear for cross examination; granted Quality Broadcasters of Washington D.C. Inc.'s request for ruling of protective order that Howard M. Liberman and Ernest T. Sanchez need not be produced as witnesses for cross-examination, and granted Riggs Radiocasters' motion for protective order that 49% limited partner, Clarice Walker, need not appear for examination. By orders, Sept. 17 & 18.

■ Gardnerville, Nev. (International Broadcast Consultants Inc., et al) AM proceeding. Granted petition and severed its app. from consolidated proceeding and granted its amended app. for new AM station at Gardnerville. By MO&O, Sept. 18.

ALJ Joseph P. Gonzalez made following decisions:

■ Gulf Shores, Ala. (Whis Unlimited Inc.) TV proceeding. Granted app. of WHIS Unlimited Inc. permit for new commercial TV station at Gulf Shores and terminated proceeding. By MO&O, Sept. 17.

■ Alva, Okla. (Women, Handicapped Americans and Minorities for Better Broadcasting Inc. and Drain Broadcasting Co.) FM proceeding. Granted joint request for approval of

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 7

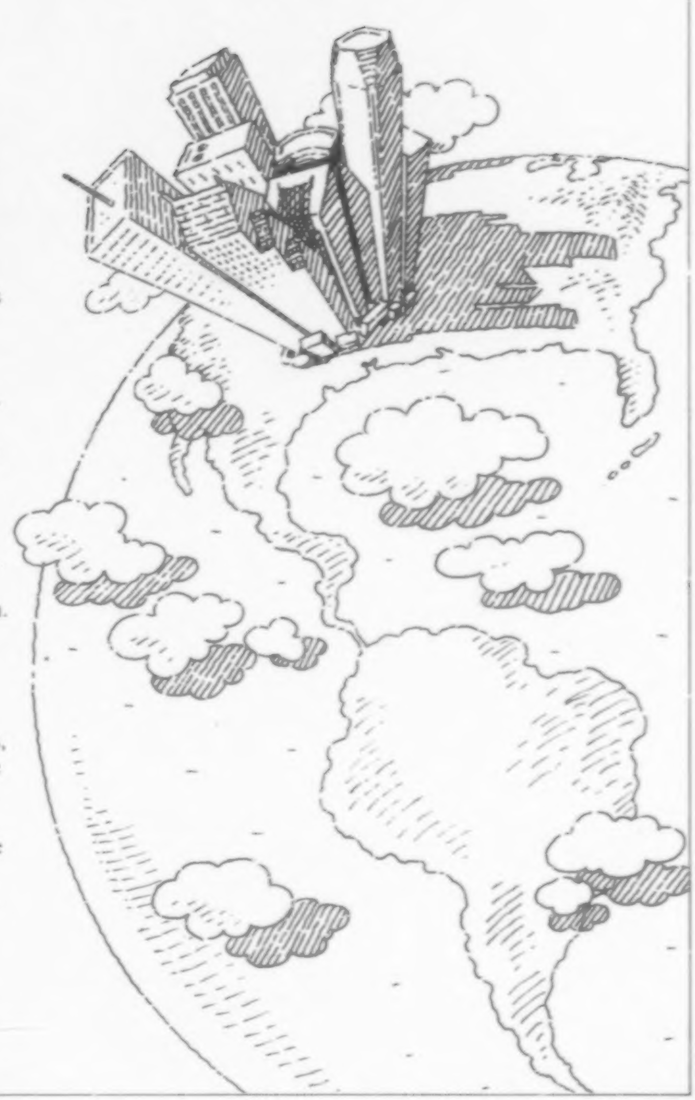
Houston. The city to watch is watching KPRC-TV.

Houston. The nation's fourth largest city. Fourth largest and growing. Young, dynamic. With a population to match. In fact, Houstonians are younger, better educated and wealthier than their counterparts in other markets.

KPRC-TV. Houston's first station. The station Houston is growing with. KPRC-TV is where Houstonians are turning for local news, entertainment, and the strong NBC line-up.

So keep an eye on KPRC-TV. It's the one a growing Houston is watching.

KPRC-TV HOUSTON
Represented by Petry



20814SRI ATE501 ZMZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

54th Year 1985

Fin-syn back in spotlight

Must carry (continued)

New hope for HDTV

Vol. 109 No. 15

Broadcasting Oct 7

NAB's must-carry study
NBC wins rights for 1988 summer Olympics
RCA closes broadcast equipment division

HOURLY DECISION ☐ CBS and Hollywood producers come to agreement on financial interest-syndication rules proposal. **PAGE 27.**

UNDECIDED ☐ NAB still hasn't come to a decision on whether to continue participation in joint radio convention. NRBA says it's going ahead with plans for New Orleans show next year. **PAGE 30.**

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CLOSING SHOP ☐ RCA announces it will get out of the broadcast equipment business. **PAGE 34.**

FIRST-WEEK WINNER ☐ NBC takes the first week of the new prime time season with a nearly two-point victory over CBS and five-point win over ABC. *Cosby* ranks number one, with NBC's *Amazing Stories* the week's highest-rated new show (12th). **PAGE 36.**

RADIO TRENDS ☐ Summer Arbitron ratings show slight slippage in contemporary hit radio format. Urban contemporary first in New York. Talk gains in Los Angeles. **PAGE 38.**

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COMIC RELIEF ☐ Telepictures announces new animated children's syndicated block for 1987 debut. **PAGE 44.**

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AFTER THE LOTTERY ☐ MMDS winners in FCC lottery contemplate what to do with the channels they have won. **PAGE 47.**

INTELSAT GATHERING ☐ Pricing, coordination issues top agenda of Intelsat board. **PAGE 49.**

NBMC CONVENTION ☐ "Keeping Pace in a Changing Industry" is theme of National Black Media Coalition conference scheduled to begin this week in Washington. **PAGE 52.**

STILL TINKERING ☐ Showtime/The Movie Channel continues pay-per-view experiments with launch likely in 1986. **PAGE 53.**

GOING TO THE TOP ☐ City of Los Angeles appeals Preferred decision to Supreme Court. **PAGE 56.**

RIGHT COMBINATION ☐ Tom Rogers, senior counsel, House Telecommunications Subcommittee, has found his forte in combining public service and electronic media. **PAGE 95.**

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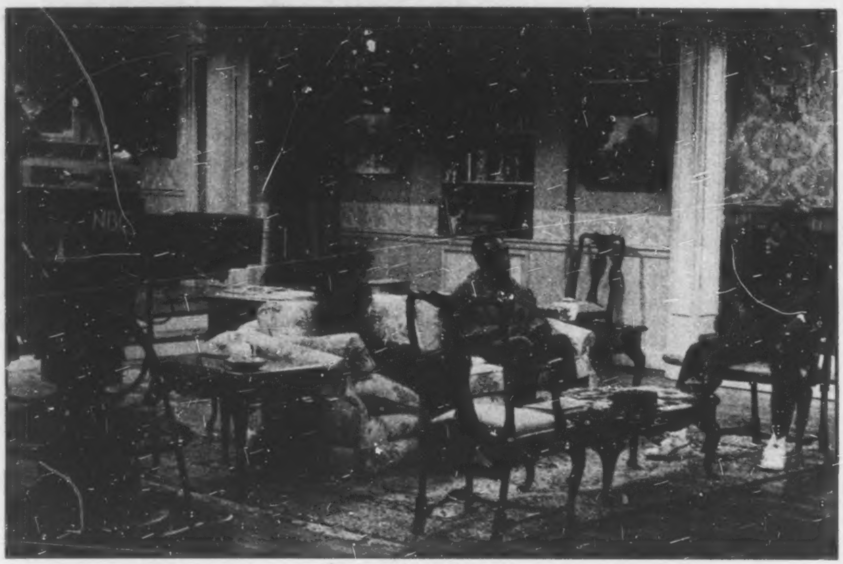
Premiere week: NBC comes on strong

Five of top 10 shows belong to NBC; CBS, ABC show slight decrease in ratings below last year's premiere week, but HUT levels up every night of week



Cosby ranks number one

NBC won the prime time ratings by nearly two rating points during the first week of the 1985-86 television season; it also won four of seven nights. NBC had five of the top 10 shows and had its best premiere week ratings since 1980, when it opened the season with the mini-series *Shogun*.

NBC averaged a 19.3 rating and 31 share of the national television audience, according to Nielsen, a 20% increase over its premiere-week rating last season. CBS, which averaged a 17.4/27, was off three-tenths of a rating point from last year, as was ABC, which averaged a 14.2/22.

But in a broader sense, all three networks were winners during premiere week. Reversing the trend of the past several seasons, homes using television were up every night of the week, and the combined network rating—riding on NBC's strong lead—was up 5% over last year to a 50.9.

NBC was first on Monday, Tuesday, Thursday and Saturday nights; CBS won Friday and Sunday, ABC Wednesday.

Of the two top-ranked shows, NBC's *The Cosby Show* (31.6/48) and *Family Ties* (29.6/45), each earned its highest rating and share levels ever. The 8-10 p.m. block on NBC of *The Cosby Show, Family Ties, Cheers* and *Night Court* averaged a 27.5 rating, compared to a 17.4 rating for a special two-hour premiere of *Magnum, P.I.* on CBS.

ABC had very few winners during premiere week, although the premiere of *Dynasty* was the third-ranked program of the week with a 28.1/42. Its next highest rated program was the premiere of *Hotel* following *Dynasty*, which achieved a 21.3/35 and ranked 14th. Among 64 ranked programs during the week (Sept. 23-29), ABC had five that were ranked above 32, and 17 below.

NBC had an unusual Monday night victory, but working in its favor was a special *Family Ties* two-hour, made-for-TV movie, which pulled a 22.1/33 and was the 11th ranked show of the week. CBS preempted most of its regular Monday night schedule to present a special, two-hour, made-for-TV movie, *Izzy and Moe*, that reunited Jackie Gleason and Art Carney and earned a 17.9 rating for the 9-11 p.m. time period.

NBC glided to victory Tuesday night on a two-hour season opener of *The A Team*, which dominated the 8-10 p.m. time period with a 20.0 rating and ranked 19 for the week. But ABC's 8-9 p.m. comedy block of *Who's The Boss?* and *Growing Pains* achieved a 20.4/33 and 18.5/28, respectively, and outperformed the 7.9/12 for *Hometown* on CBS opposite it. (Later in the week, CBS acknowledged it had canceled *Hometown*).

ABC, not surprisingly, was the bigger winner on Wednesday, averaging a 21.4/34 for the evening from an all-premiere line-up of *The Insiders, Dynasty* and *Hotel*. ABC's average for the night was only held down by *The Insiders*, which averaged a 14.9/24. It was a less glorious evening for CBS, which averaged an 11.3/18 for the second week of its new Wednesday schedule: *Stir Crazy, Charlie & Company, George Burns Comedy*

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	31.6/48
2.	Family Ties	NBC	29.6/45
3.	Dynasty	ABC	28.1/42
4.	Cheers	NBC	26.0/39
5.	Amos	CBS	24.5/37
6.	Murder, She Wrote	CBS	24.4/37
7.	Dallas	CBS	23.9/38
8.	Miami Vice	NBC	23.2/37
9.	Night Court	NBC	22.9/34
10.	60 Minutes	CBS	22.2/38
11.	Family Ties Vacation	NBC	22.1/33
12.	*Amazing Stories	NBC	22.0/34
13.	Knots Landing	CBS	21.8/34
14.	Hotel	ABC	21.3/35
15.	Highway to Heaven	NBC	20.9/33
16.	First Blood	NBC	20.9/31
17.	Who's the Boss?	ABC	20.4/33
18.	*Alfred Hitchcock	NBC	20.2/30
19.	A Team	NBC	20.0/31
20.	Golden Girls	NBC	19.0/32
21.	*Growing Pains	ABC	18.5/28
22.	Remington Steele	NBC	18.0/30
23.	Hill Street Blues	NBC	18.0/28
24.	Izzy & Moe	CBS	17.9/27
25.	Football, L.A. Rams-Seattle	ABC	17.9/29
26.	*Twilight Zone	CBS	17.7/30
27.	Moonlighting	ABC	17.6/27
28.	Facts of Life	NBC	17.5/30
29.	Magnum, P.I.	CBS	17.4/26
30.	Scarecrow & Mrs. King	CBS	17.4/26
31.	TV Bloopers & Prac. Jokes	NBC	17.2/26
32.	Football, Sun. 7-7:18 p.m.	NBC	16.8/31
33.	Tootsie	ABC	16.0/25
34.	Nat. Lampoon-Vacation	CBS	15.6/27
35.	227	NBC	15.6/26
36.	Hell Town	NBC	15.1/22
37.	*The Insiders	ABC	14.9/24
38.	Gimme A Break	NBC	14.8/27
39.	Hardcastle & McCormick	ABC	14.8/23
40.	20/20	ABC	14.6/23
41.	Equalizer	CBS	14.3/23
42.	Knight Rider	NBC	14.1/24
43.	Hunter	NBC	14.0/25
44.	Webster	ABC	13.8/24
45.	St. Elsewhere	NBC	13.8/23
46.	The Other Lover	CBS	13.8/22
47.	Love Boat	ABC	12.6/22
48.	Lime Street	ABC	12.3/21
49.	Airwolf	CBS	12.0/21
50.	NFL Post-game	NBC	11.7/22
51.	Our Family Honor	ABC	11.7/20
52.	Mr. Belvedere	ABC	11.6/19
53.	*Lady Blue	ABC	11.4/17
54.	*MacGyver	ABC	10.9/17
55.	George Burns Comedy	CBS	10.6/16
56.	Punky Brewster	NBC	10.5/18
57.	Charlie & Co.	CBS	10.5/[illegible]
58.	Hollywood Beat	ABC	9.1/16
59.	Stir Crazy	CBS	9.0/14
60.	Diff'rent Strokes	ABC	9.0/14
61.	Ripley's Believe It or Not	ABC	8.8/15
62.	Hometown	CBS	7.9/12
63.	Fall Guy	ABC	7.9/12
64.	Spenser: For Hire	ABC	6.3/10

*indicates premiere episode

change city of lic. to Union City, Wash.; add night service with 500 w; increase day power to 5 kw, and install DA-N. Action Sept. 18.

FM's

- WKKR-FM (97.7 mhz) Auburn, Ala.—Granted app. to change TL; change ERP to 1.33 kw, and change HAAT to 476.58 ft. Action Sept. 20.
- KZZP-FM (104.7 mhz) Mesa, Ariz.—Granted app. to install aux. sys. Action Sept. 19.
- KYAX (94.5 mhz) Alturas, Calif.—Dismissed app. to change HAAT to minus 220 ft. Action Sept. 18.
- KRXY-FM (107.5 mhz) Lakewood, Colo.—Dismissed app. to change TL; change HAAT to 1,140.78 ft., and make changes in ant. sys. Action Sept. 18.
- WEBE (107.9 mhz) Westport, Colo.—Granted app. to change SL to 50 Washington St., South Norwalk, Conn. Action July 17.
- KLYF (100.3 mhz) Des Moines, Iowa—Granted app. to operate aux. ant. sys. Action Sept. 20.
- KGVM (99.3 mhz) Gardnerville, Nev.—Granted app. to make changes in ant. sys. Action Sept. 18.
- WLNH-FM (98.3 mhz) Laconia, N.H.—Granted app. to change ERP to 1.9 kw. Action Sept. 20.
- KXKK (97.7 mhz) Lordsburg, N.M.—Dismissed app. to change freq. to 97.9 mhz; change TL; change ERP to 18 kw, and change HAAT to 2,007.36 ft. Action Sept. 18.
- WWWI (94.5 mhz) Eden, N.C.—Granted app. to change HAAT to 981.7 ft. Action Sept. 19.
- WYFL (92.5 mhz) Henderson, N.C.—Granted app. to change HAAT to 100 kw and change HAAT to 1,016.8 ft. Action Sept. 20.
- WLVK (96.9 mhz) Statesville, N.C.—Granted app. to change HAAT to 1,548 ft. Action Sept. 19.
- KBGG-FM (102.7 mhz) Cave Junction, Ore.—Granted app. to make changes in ant. sys. Action Sept. 19.
- *WDNR (89.5 mhz) Chester, Pa.—Dismissed app. to change ERP to 100 w and change HAAT to 70 ft. Action Sept. 18.
- *WHHS (89.3 mhz) Havertown, Pa.—Dismissed app. to change freq. to 89.5 mhz; change ERP to 10 w, and change HAAT to 266 ft. Action Sept. 18.
- WDAR-FM (105.5 mhz) Darlington, S.C.—Granted app. to change ERP to 2.4 kw and change HAAT to 362 ft. Action Sept. 20.
- WGFG-FM (100.1 mhz) Lake City, S.C.—Granted app. to change HAAT to 328 ft. Action Sept. 20.
- KPLO-FM (94.5 mhz) Reliance, S.D.—Granted app. to change ERP to 70.7 kw; change HAAT to 902 ft., and make changes in ant. sys. Action Sept. 19.
- *KSTX (89.1 mhz) San Antonio, Tex.—Granted app. to change TL and change HAAT to 380.48 ft. Action Sept. 12.
- WQSF-FM (96.5 mhz) Williamsburg, Va.—Granted app. to change TL; change HAAT to 492 ft., and make changes in ant. sys. Action Sept. 18.
- WBCR (90.3 mhz) Beloit, Wis.—Granted app. to move ant.; change ERP to .13 kw, and make changes in ant. sys. Action Sept. 20.
- WJZQ (95.1 mhz) Kenosha, Wis.—Granted app. to change ERP to 50 kw. Action Sept. 20.

TV's

- WMPV-TV (ch. 21) Mobile, Ala.—Granted app. to change ERP to vis. 4,336 kw, aur. 433.6 kw; change HAAT to 1,400 ft.; change ant., and change TL. Action Sept. 13.
- KDSC-TV (ch. 14) Honolulu—Granted app. to change ERP to vis. 250 khz, aur. 50 kw; change HAAT to 150 ft., change ant., and make changes in ant. and transmission sys. Action Sept. 18.
- KSHQ (ch. 6) Kailua-Kona, Hawaii—Granted app. to change ERP to vis. 52.5 kw, aur. 6.7 kw; change HAAT to 2,910 ft.; replace ant., and change TL. Action Sept. 18.
- WIIM-TV (ch. 8) Iron Mountain, Mich.—Granted app. to change HAAT to 556 ft. Action Sept. 18.
- WTUV (ch. 33) Utica, N.Y.—Granted app. to change ERP to vis. 6.95 kw, aur. .695 kw and change HAAT to 772 ft. Action Sept. 18.
- KVRR (ch. 15) Fargo, N.D.—Granted app. to change ERP to vis. 8 kw, aur. 0.8 kw; change HAAT to 198 ft.; change ant., and change TL. Action Sept. 13.
- WOTE (ch. 36) Bayamon, P.R.—Dismissed app. to change ERP to vis. 1,480 kw, aur. 148 kw and change HAAT to 985 ft. Action Sept. 13.

in Contest

Review board made following decision:

- Great Bend, Kan. (Dale Weller, et al) FM proceeding. Granted joint request for settlement agreement and dismissed apps. of Weller, Cheyenne Broadcasting Co., Channel 300 Inc. and F.R. Broadcasting Inc.; granted amended app. of Broadcast Enterprises Inc. for new FM station at Great Bend, and terminated proceeding. By order, Sept. 20.

ALJ John M. Frysiak made following decision:

- Atlanta (Digital Paging Systems Inc., et al) MDS proceeding. Dismissed apps. of Private Networks Inc., MCCA Service Corp., Multipoint Information Systems Inc. and Multi-Communications Services Inc. with prejudice; approved amendment of Digital Paging Systems Inc.'s app. to substitute Atlanta MDS Co. as applicant; granted app. of Atlanta MDS Co. for new MDS station in Atlanta, and terminated proceeding. By MO&O, Sept. 23.

ALJ Joseph P. Gonzalez made following decisions:

- Boca Raton, Fla. (Palm Beach County Educators Broadcasting Inc. and Acorn TV in Action for Communities) Ed-TV proceeding. Granted motion for summary decision filed by Palm Beach County Educators and resolved air hazard issue in its favor; granted joint request for approval of agreement and dismissed app. of Acron with prejudice; conditionally granted app. of Palm Beach County for new educational TV station in Boca Raton, and terminated proceeding. By MO&O, Sept. 20.
- Marlow, Okla. (Caddo Broadcasting Corp. and Sherry Lynn Austin) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Caddo with prejudice; granted app. of Austin for new FM station in Marlow, and terminated proceeding. By MO&O, Sept. 23.

ALJ Byron E. Harrison made following decision:

- Lubbock, Tex. (Wilbur O. Colom, et al) TV proceeding. Ordered app. of TRG Broadcasting Systems dismissed with prejudice for failure to prosecute. By order, Sept. 20.

ALJ Edward J. Kuhlmann made following decision:

- Tequesta, Fla. (Tequesta Broadcasting Corp., et al) TV proceeding. Granted motions filed by Tequesta Broadcasting Corp. and Old Salt Broadcasting and dismissed their apps. with prejudice. By MO&O, Sept. 20.

ALJ Walter C. Miller made following decision:

- Indianapolis (Digital Paging Systems Inc., et al) MDS proceeding. Ordered app. of Ohio MDS Corp. dismissed with prejudice for failure to prosecute. By order, Sept. 23.

Summary of broadcasting
as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
	New AM
KKSA	Ganadores Corp., Universal City, Tex.
	New FM's
KKQX	Louis Foreman Allen, Widefield, Colo.
KEYJ	Delta Radio Inc., Cheney, Wash.
	Existing AM's
WKTZ	WRXJ Jones College, Jacksonville, Fla.
WRXJ	WJAX The Kravis Co. of Jacksonville Inc., Jacksonville, Fla.
	Existing FM's
WKTZ-FM	WFAM Jones College, Jacksonville, Fla.
WKLZ	KHRC-FM Russell and Susan Kinsley, Port Henry, N.Y.
KAFX	KIPR-FM LoveCom Ltd., Diboll, Tex.
KBNA	KYSR-FM Tichenor Radio of El Paso Inc., El Paso

Grants

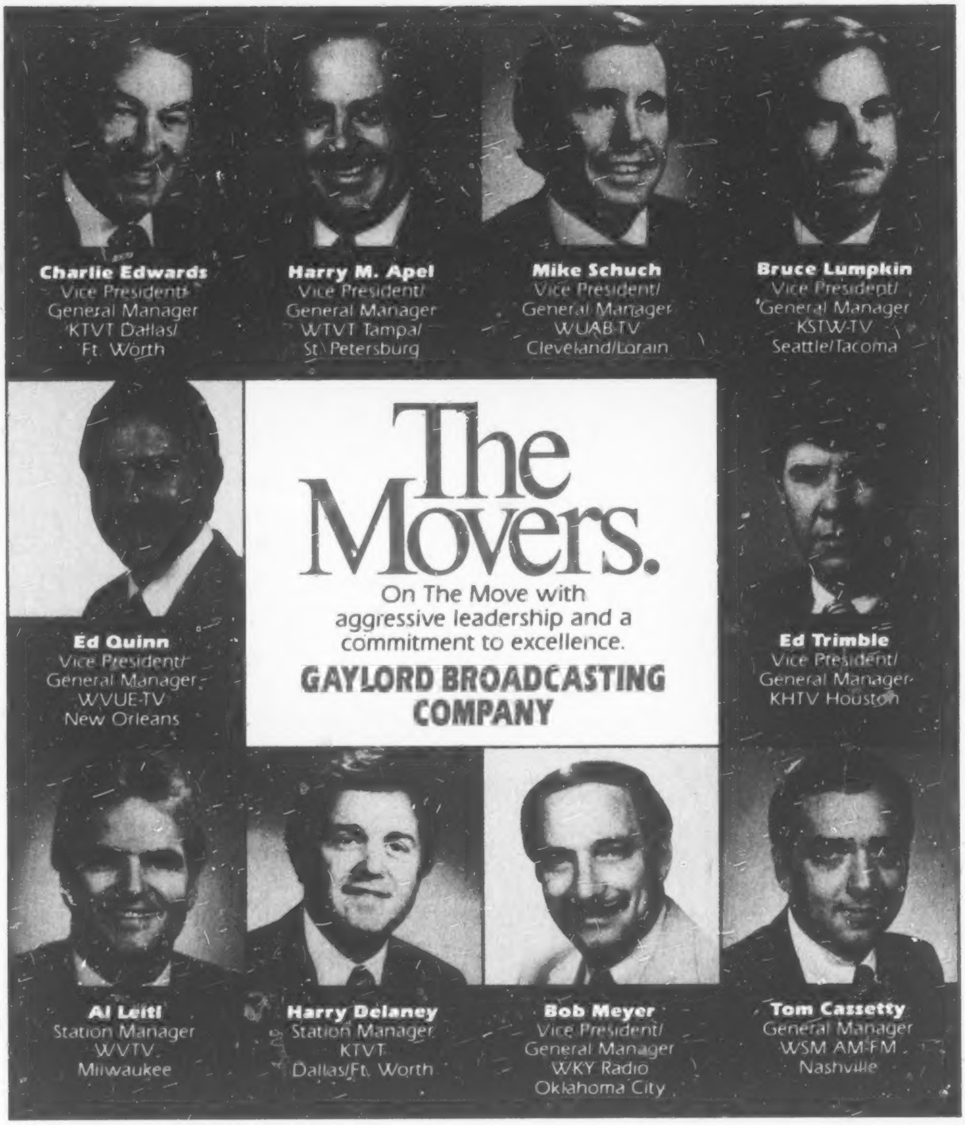
Call	Assigned to
	New FM's
KRPQ	Sunrise Broadcasting, Rohnert Park, Calif.
*WEDW-FM	Connecticut Educational Telecommunications Corp., Stamford, Conn.
	New TV's
*WGPT	Maryland Public Broadcasting Commission Oakland, Md.
WADL	Adell Broadcasting Corp., Mount Clemens, Mich.
	Existing AM's
KLSC	KLSZ Century Broadcasting Corp., Aurora, Colo.
WWLD	WREM Comco Inc., Pine Castle-Sky Lake, Fla.
KRZZ	KAKZ New West Radio Inc., Wichita, Kan.
KVIX	KVIL Blair Broadcasting of Texas Inc., Highland Park, Tex.
KLDI	KOJO Rocky Mountain Radio Corp., Laramie, Wyo.
	Existing FM's
KKTZ	KFKB Eustis-Wichert Communications Inc., Mountain Home, Ark.
KHTY	KKOO-FM F and M Broadcasting Inc., Santa Barbara, Calif.
WYFA	WWGA Bible Broadcasting Network Inc., Waynesboro, Ga.
KRZZ-FM	KAKZ-FM New West Radio Inc., Derby, Kan.
KWMG	KTTT-FM Columbus Broadcasting System Inc., Columbus, Neb.
KKID-FM	KAZZ Demaree Enterprises Inc., Sallisaw, Okla.
KNPT-FM	KSKN Charmar Broadcasting, Newport, Ore.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 14



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General Manager
KTVT Dallas/
Ft. Worth

Harry M. Apel
Vice President/
General Manager
WTVT Tampa/
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Oklahoma City

Tom Cassetty
General Manager
WSM AM-FM
Nashville

55th Year 1985

Vol. 109 No. 15

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Cable loses pole attachment rate case
INTV formulates must-carry plan

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CABLE BIDDERS □ Major MSO's among bidders submitting proposal for cable systems of Westinghouse. **PAGE 30.**

CLOSING POLLS □ House subcommittee approves legislation which would mandate uniform poll closing time of 9 p.m. EST. **PAGE 30.**

POLE FELLED □ Appeals court rules against cable company in pole attachment rate case. **PAGE 32.**

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SALES ALTERATION □ Fowler tells minorities that commission will launch proposal facilitating distress sales. **PAGE 38.**

WAIVER CONCERNS □ Wirth and Bryant write letters to Fowler expressing concern over FCC's policy toward waivers. **PAGE 42.**

DIFFERENT VIEW □ Intelsat user asks FCC to reconsider grants to five competing systems; wants appeals court to review basis for grants. **PAGE 42.**

OLYMPIC PROJECTIONS □ NBC's victory in securing 1988 summer Olympics brings some concerns from affiliates about local news windows, inventory issues. **PAGE 51.**

ANOTHER PLAYER □ People's Choice Channel becomes fifth pay-per-view service entry. **PAGE 51.**

NUMBER TWO □ NBC takes second straight victory in new prime time ratings season. **PAGE 52.**

FROM THE NAB □ Association petitions FCC to ease AM duopoly rules, remove AM-FM duplication restrictions and tighten receiver standards. **PAGE 58.**

POST MORTEM □ Industry observors review RCA decision to close broadcast systems division. **PAGE 60.**

THE RIGHT PRICE □ Robert Price has built a major Fifth Estate company, with extensive radio and television holdings, in less than five years. **PAGE 66.**

FINAL OK □ Boards of both MGM/UA and Turner Broadcasting approve merger of two companies. **PAGE 70.**

21 YEARS AGO □ American Legal Foundation sponsors seminar on *Times v. Sullivan* libel case; changes in libel law suggested.

NEWS AND COMMENT □ Paul Harvey has been mainstay on ABC Radio for 35 years with his unique blend of information and opinion. **PAGE 91.**

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president, PPMN; Otis L. Smith, executive vice president, marketing and sales; John J. Schramm, executive vice president, finance and administration, and William Sager, senior vice president, programing. Eden owns TVS Television Network, the New York-based television producer and program distributor. Smith, Schramm and Sager all left posts with Group W's Home Theater Network to start up PPMN.

Eden said that so far, the service has not signed any affiliates, but said that several cable operators are reviewing affiliate contracts that TPC sent out a short while ago.

The new service, based in Westport, Conn., will have a program menu consisting primarily of feature films, said Eden. He said that although the company has not yet signed any program contracts, it is currently reviewing in house about 10 agreements that he expects to sign shortly. Eden declined to name the suppliers involved. The service may offer an occasional event, he said, but would initially "concentrate on movies." He said the service will test several film rotation patterns. Research conducted for TPC by Marketing Corp. of America's marketing research division, Eden said, indicated consumers would prefer a PPV movie schedule offering a different film or films every night (known as a checkerboard rotation). On the other hand, he said, many of the cable operators the company has talked to have ex-

NBC takes second straight prime time victory

NBC took the second week of the 1985-86 prime time season paced by another strong showing from its Thursday comedy lineup, which included the number-one ranked *Cosby Show*, and five of the week's top 10 shows. For the week of Sept. 30-Oct. 6, NBC averaged an 18 rating and a 28 share, based on Nielsen's National Television Index. CBS had a 16.7/26 and ABC a 13.9/22.

Although the win was NBC's second in as many weeks in the new season, CBS, helped by the regular series return of its Monday-night lineup, closed the margin of victory from 1.9 rating points to 1.3.

CBS had wins on Monday, Friday and Sunday, while NBC took Tuesday, Thursday and Saturday. ABC took Wednesday.

Compared to the same week last year, HUT levels were up 3%, from 61.9 a year ago to 63.7 this year. They were also slightly above the levels for last week's premiere week, when they were 63.5. But combined network ratings were off 4%, from last year's 50.4 to 48.6 this year. And combined network shares were down 7%, from last year's 82.3 to 76.6.

New shows that rank in the bottom tier of programs after two weeks of ratings are *Lady Blue* (11/17), *Lime Street* (11/18), *Our Family Honor* (10.8/18), *Hollywood Beat* (9/15) and *Spenser: For Hire* (7.1/11), all on ABC.

■ With three strong season premieres for CBS on Monday from 9-11 p.m.—*Kate and Allie*, *Newhart* and *Cagney and Lacey*—the network took the night as it won every half-hour of the schedule. From 8 to 9 p.m., CBS's *Scarecrow and Mrs. King* (19.4/28) defeated NBC's *TV Bloopers and Practical Jokes* (18.2/27). ABC's *Monday Night Football* (9-12:24 p.m.), Cincinnati vs. Pittsburgh, scored a 17.7/30 to place second from 9 to 11 p.m. For the night, CBS had a 20.8/31, NBC a 17.6/26 and ABC a 16.4/25.

■ Tuesday saw some close competition among the networks before NBC pulled away to a win, despite winning only two half-hours. From 8 to 9 p.m., NBC's *A Team* showed signs of diminished strength. ABC beat its first half-hour with the 11th-ranked *Who's the Boss* (22/34). From 8:30 to 9, ABC's *Growing Pains* posted a 19.6/30 opposite *A Team's* 19.9/30. From 9 to 10, ABC's *Moonlighting* (17.3/26) beat NBC's *Riptide* (16/24). *Remington Steele* (17.6/29) edged the first half-hour of the *CBS Tuesday Night Movie*, "Murder By Reason of Insanity," (16.6/26), but lost to it from 10:30 to 11.

■ Wednesday, like last season and the first week of this season, was all ABC, with *Dynasty* (23.4/35) and *Hotel* (19.4/32) the sixth- and 19th-rated shows, respectively. From 8 to 9, NBC's *Highway to Heaven* (22.4/35) trounced newcomers from ABC and CBS, *Insiders* (11.1/17) and *Stir Crazy* (10.7/17), respectively. ABC won the night with an 18/28, while NBC scored a 16.6/26. CBS's all-new Wednesday lineup failed to win a half hour as it scored an 11.6/18.

■ NBC took Thursday, a night that once belonged to CBS, with its powerful group of four comedies from 8 to 10 p.m. They ranked first, second, fifth and 17th for the week. *Simon and Simon* (19.3/29) on CBS tied *Night Court* with a 20.4/30 from 9:30-10. From 10 to 11, CBS, with *Knots Landing* (21.3/34), easily defeated *Hill Street Blues* (15.8/25), on NBC, and *20/20* (13.9/22) on ABC. Thursday was the highest-rated winning night of the week, with NBC scoring a 22.5/35, CBS an 18.4/28 and ABC a 10.4/16.

■ With the third-ranked *Dallas* (23.8/37), CBS took Friday night with a 19.2/31 overall average. From 8 to 9, *Twilight Zone*, in its second week, was down from its premiere of 17.7/30 to 14.4/24. ABC's *Webster* (14.9/26) won 8 to 8:30 p.m. The two-hour premiere of *Misfits of Science* (14.2/23) on NBC placed second at 9-10 p.m. behind *Dallas*, with a 14.9/23. *Miami Vice* on NBC won the 10 to 11 p.m. time period with a 21/35.

■ Led by the 12th-ranked *Golden Girls* (21.8/37), NBC won Saturday by winning every half hour, with the exception of the final half-hour of *Hunter*. ABC turned in the week's lowest-rated night of television, as it averaged 10.6/19 for its lineup of three one-hour shows, *Hollywood Beat*, *Lime Street* and *Love Boat*.

■ After Thursday, Sunday was the next-highest-rated winning night of the week. CBS won it with a 20.1/31. The 10th-ranked *60 Minutes* (22.2/37) took the 7 to 8 p.m. time period and fourth-ranked *Murder, She Wrote* (23.5/35) enjoyed a more comfortable margin of victory over NBC's anthology hour than last week at 8 p.m. From 9-11 p.m., the *NBC Sunday Night Movie*, "Long Hot Summer, Part 1," with *Miami Vice* star Don Johnson, took the time period easily with a 22.6/34. An *ABC NFL Football Special* (17.5/29) from 9-12:14 p.m., Dallas vs. New York Giants, could not beat the premiere of *Crazy Like a Fox* (18.8/27) on CBS from 9 to 10, but managed to beat the premiere of *Trapper John, M.D.* (16/26) from 10 to 11.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	30.9/48
2.	Family Ties	NBC	28.9/44
3.	Dallas	CBS	23.8/37
4.	Murder, She Wrote	CBS	23.5/35
5.	Cheers	NBC	23.4/35
6.	Dynasty	ABC	23.4/35
7.	Long Hot Summer, part 1	NBC	22.6/34
8.	Highway to Heaven	NBC	22.4/35
9.	*Kate & Allie	CBS	22.4/32
10.	60 Minutes	CBS	22.2/37
11.	Who's the Boss?	ABC	22.0/34
12.	Golden Girls	NBC	21.8/37
13.	Knots Landing	CBS	21.3/34
14.	*Cagney & Lacey	CBS	21.3/34
15.	*Newhart	CBS	21.2/30
16.	Miami Vice	NBC	21.0/35
17.	Night Court	NBC	20.4/30
18.	Growing Pains	ABC	19.6/30
19.	Hotel	ABC	19.4/32
20.	Scarecrow & Mrs. King	CBS	19.4/28
21.	*Falcon Crest	CBS	19.3/32
22.	*Simon & Simon	CBS	19.3/29
23.	A Team	NBC	19.0/29
24.	Amazing Stories	NBC	19.0/29
25.	*Crazy Like A Fox	CBS	18.8/27
26.	TV Bloopers & Practical Jokes	NBC	18.2/27
27.	Facts of Life	NBC	18.0/31
28.	227	NBC	18.0/31
29.	Football—Bengals vs. Steelers	ABC	17.7/30
30.	Remington Steele	NBC	17.6/29
31.	Alfred Hitchcock Presents	NBC	17.6/26
32.	Football—Cowboys vs. Giants	ABC	17.5/29
33.	Johnny Carson Anniversary	NBC	17.3/26
34.	Moonlighting	ABC	17.3/26
35.	Murder By Reason of Insanity	CBS	16.6/26
36.	*Trapper John, M.D.	CBS	16.0/26
37.	*Riptide	NBC	16.0/24
38.	Gimme A Break	NBC	15.8/29
39.	Hill Street Blues	NBC	15.8/25
40.	Webster	ABC	14.9/26
41.	Mr. Belvedere	ABC	14.6/24
42.	Magnum, P.I.	CBS	14.6/22
43.	Twilight Zone	CBS	14.4/24
44.	*Misfits of Science	NBC	14.2/23
45.	20/20	ABC	13.9/22
46.	Hell Town	NBC	13.7/21
47.	Hunter	NBC	13.4/24
48.	Love Boat	ABC	13.4/24
49.	Beverly Hills Cowgirl Blues	CBS	12.9/22
50.	Hardcastle & McCormick	ABC	12.6/19
51.	Diff'rent Strokes	ABC	12.2/19
52.	MacGyver	ABC	12.2/19
53.	Equalizer	CBS	12.1/20
54.	Airwolf	CBS	12.0/21
55.	Charlie & Company	CBS	12.0/18
56.	George Burns Comedy Week	CBS	11.9/18
57.	*Benson	ABC	11.4/18
58.	The Insiders	ABC	11.1/17
59.	Stir Crazy	CBS	10.7/17
60.	Silver Spoons	NBC	10.5/17
61.	Lady Blue	ABC	10.5/16
62.	Our Family Honor	ABC	9.9/16
63.	Lime Street	ABC	9.7/16
64.	Hollywood Beat	ABC	8.7/16
65.	Ripley's Believe It Or Not	ABC	8.7/15
66.	Spenser: For Hire	ABC	7.9/13
67.	Punky Brewster	NBC	7.2/12
68.	Fall Guy	ABC	6.9/11
69.	Hometown	CBS	6.5/10

*indicates premiere episode

proceeding. Scheduled oral agrument for Oct. 25 on exceptions to initial decision of ALJ John H. Conklin granting app. of Parish Family Television for new TV station in Baton Rouge, and denying apps. of Louisiana Super Communications and Baton Rouge Channel 44. Each party has 20 minutes for argument. Louisiana Super and Baton Rouge Channel 44 may reserve part of their time for rebuttal. By letter, Sept. 27.

Call Letters

Applications

Call	*Sought by*
	New FM
WTBC-FM	Trinity Baptist High School, Williston, Vt.
	Existing AM's
KHUM	KOFO Keymarket Communications of Kansas Ltd., Ottawa, Kan.
KRAR	KKCM KLE Communications Inc., Waite Park, Minn.
WWKB	WKBW Empire State Broadcasting Corp., Buffalo, N.Y.
	Existing FM's
KWLT	KBZT Sandusky Radio of Southern California Inc., San Diego
KBBQ	KKKX Keymarket Communications of Kansas Ltd., Ottawa, Kan.

Grants

Call	*Assigned to*
	New AM's
WALH	Valley Communications Co., Mountain City, Ga.
KSKJ	Salina Broadcasting Co., Salina, Utah
WIBS	Saint Thomas Broadcasters, Charlotte Amalie, Saint Thomas, VI.
	New FM's
WOKZ	L & B Broadcasting Inc., Muncie, Ind.
KHBQ	Auldridge Broadcasting Inc., Canyon, Tex.
	New TV's
WLKT	FBC Inc., Lexington, Ky.
KREB-TV	People of the Fire Ltd., Las Vegas
	Existing AM's
WINF	WZST Major League Broadcasting Inc., Leesburg, Fla.
KCKM	KFKF KFKF Broadcasting Co., Kansas City, Kan.
KBIT	KOOK KOOK Associates Ltd., Billings, Mont.
WLOD	WLNT Loudon Broadcasters Inc., Loudon, Tenn.
WISM	WOKL Progressive Communications Inc., Altoona, Wis.
	Existing FM's
KLDK	KKAC King Country Broadcasters, Soldotna, Alaska
*WKTZ-FM	WFAM Jones College, Jacksonville, Fla.
WDTX	WCLS Metropolis Broadcasting of Detroit, Detroit
KOOK	KBIT KOOK Associates Ltd., Billings, Mont.
WMGG	WALK-FM Island Broadcasting Co., Patchogue, N.Y.
*WDPR	WCXL Dayton Public Radio Inc., Kettering, Ohio
KZZQ	KWAS Charles Woods, Amarillo, Tex.
KATP	KHBQ Alfred Broadcast Inc., Canyon, Tex.
KDRK-FM	KDRK Monroe Broadcasting Co., Spokane, Wash.
	Existing TV
WGBA	WLRE Family Group Ltd., Green Bay, Wis.

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Summary of broadcasting as of August 31, 1985

Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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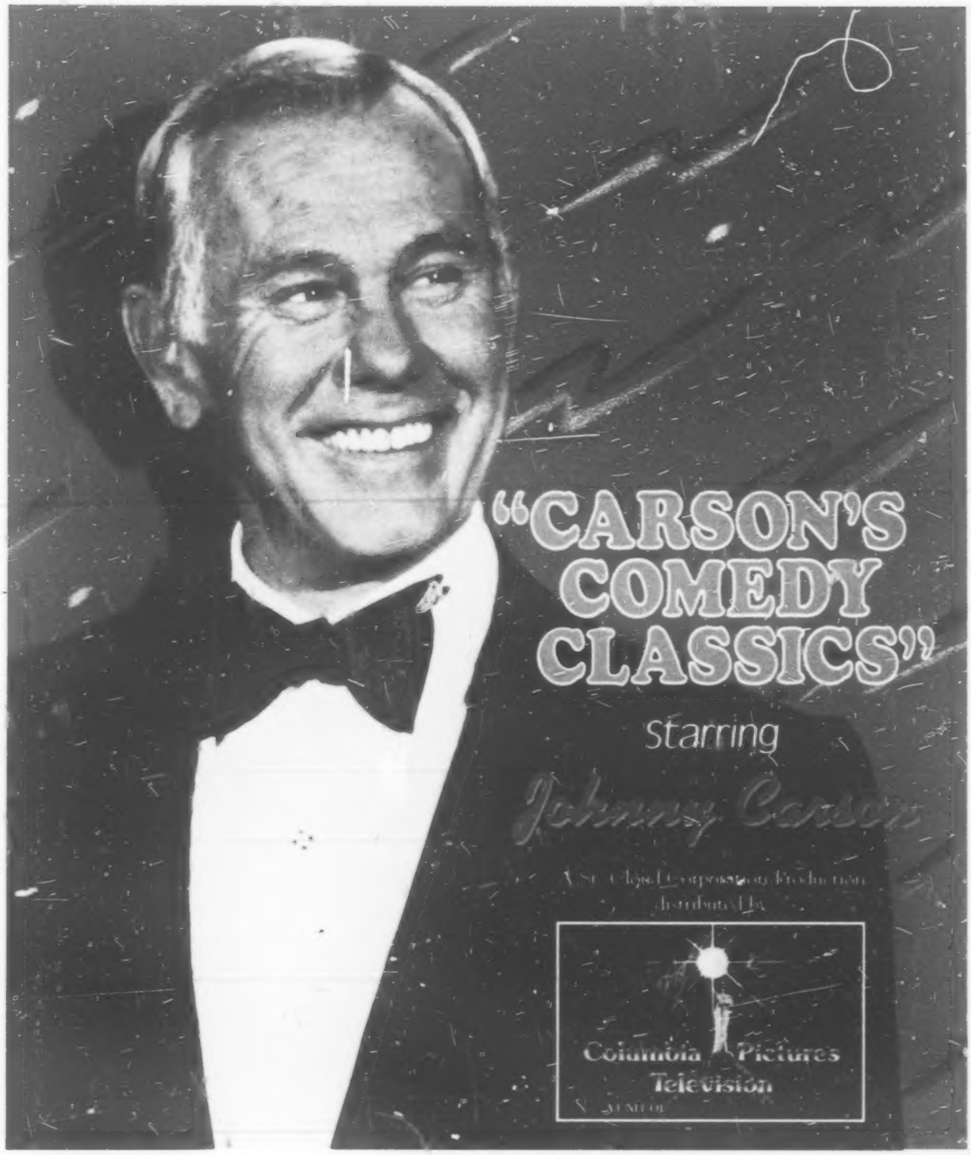
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 21



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New Arbitron market rankings

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Vol. 109 No. 17

Broadcasting ▱ Oct 21

Arbitron ranks the markets
CBS adds Loews to its corporate defense

ONE BY ONE □ Arbitron releases its list of market ADI rankings for 1985-86, and although there are no changes in the top 10, there are a number of rerankings in markets 11 through 25. **PAGE 33.**

BUYING IN □ CBS makes agreement with Loews Corp. allowing it to own up to 25% of CBS stock and bring company's Lawrence Tisch onto the CBS board. **PAGE 36.**

ENGINEERING SHOW □ Society of Motion Picture and Television Engineers set for conference to begin on Sunday in Los Angeles. **PAGE 36.**

METER RUNNING □ Nielsen announces expansion of its people meter experiment. **PAGE 38.**

CONTENT AND CHARACTER □ Over 2,000 are said to have attended National Black Media Coalition's three-day conference focusing on minority broadcasting. **PAGE 44.** Gannett, Group W, RKO and Katz radio group heads provide radio business background. **PAGE 44.** Potential station owners receive tips on broadcast buying. **PAGE 48.** TV anchor Renee Poussaint and others put newswriting in minority perspective. **PAGE 48.** Newsmen discuss getting minorities into management. **PAGE 49.** Communications lawyers find industry guilty on number of counts. **PAGE 49.** Public affairs panel looks at movement away from "two chairs and a plant" productions. **PAGE 49.** Panel sees increased interest in programs produced by and featuring minorities. **PAGE 50.** Session focuses on relationship between children and media. **PAGE 51.**

INSTRUCTIONAL QUIZ □ PBS to test new National Narrowcast Network of instructional courses in 20 cities next February. **PAGE 52.**

TURNING THE CAMERA AROUND □ CBS undertakes a look inward as Broadcast Group films documentary on the network. **PAGE 52.**

ON TO CABLE □ Seagram announces public service campaign on alcohol equivalency to run on cable networks. **PAGE 58.**

COMMITTEE RUNDOWN □ NAB releases list of its committee assignments. **PAGE 60.**

LOOKING GOOD □ Intelsat pleased after work is completed at Assembly of Parties meeting. **PAGE 62.**

GOVERNMENT EYE □ NCTA's Mooney says Justice Department is looking into cable clustering, scrambling plans. **PAGE 64.**

CASE FALLOUT □ Court case involving insurance and FTC could alter power of other federal agencies. **PAGE 64.**

WEEK THREE □ The Major League Baseball playoff ratings are off enough to pull NBC down to second place, just behind CBS. But lower baseball ratings are not expected to have detrimental effect on network. **PAGE 73-74.**

NEXT PART □ Norman Lear forms new company, Act III, with former Paramount executive Randy Reiss at helm. **PAGE 75.**

TOP 400 □ A number of Fifth Estaters appear on list of the 400 richest Americans, as listed by *Forbes*. **PAGE 82.**

THE RIGHT MOVES □ RCA President Robert Frederick has matched his management skills to the needs of the diversified communications company. **PAGE 105.**

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RADIO TELEVISION CABLE SATELLITE
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TOP OF THE WEEK

From 1 to 214: U.S.A.'s new TV markets

Arbitron reranking adds four markets, over one million homes to list

Arbitron Ratings' new market rankings and TV population estimates for 1985-86 show 214 ADI's (areas of dominant influence) and 86,104,900 television households in the U.S. In 1984-85 there were 211 ADI's and 85,061,100 TV households.

This year Arbitron listed four new ADI's: Missoula, Mont., ranked 176th; Butte, Mont., 189th; Helena, Mont., 210th, and Charlottesville, Va., 197th. Missoula and Butte had been a single ADI, ranked 149th. Charlottesville had been included in the Richmond, Va., ADI, which dropped from 55th to 63d with the loss.

Arbitron said the top 10 market rankings remained the same, but in the top 25 the following markets moved up: Seattle-Tacoma to 13th from 16th; Tampa-St. Petersburg, Fla., to 17th from 18th; Phoenix to 22d from 23d, and Indianapolis to 23d from 25th.

The following dropped slightly: Minneapolis-St. Paul to 16th from 13th; St. Louis to 18th from 17th; Hartford-New Haven, Conn., to 24th from 22d, and Portland, Ore., to 25th from 24th.

Greensboro-Winston-Salem-High Point (Burlington), N.C., moved into the top 50 from 51st to 50th, displacing Wilkes-Barre-Scranton, Pa., which dropped to 58th. Among other changes, Salt Lake City moved up from 42d to 39th; Louisville, Ky., dropped from 45th to 49th, and Orlando, Fla., advanced from 30th to 27th.

85-86 □	84-85	Market	Households
1	1	New York	6,696,000
2	2	Los Angeles	4,401,300
3	3	Chicago	3,006,300
4	4	Philadelphia	2,640,400
5	5	San Francisco	2,043,800
6	6	Boston	2,005,800
7	7	Detroit	1,661,700
8	8	Dallas-Fort Worth	1,541,500
9	9	Washington	1,522,100
10	10	Houston	1,417,500
11	11	Cleveland	1,392,300
12	12	Pittsburgh	1,238,900
13	16	Seattle-Tacoma	1,178,400
14	14	Miami	1,173,100
15	15	Atlanta	1,167,400
16	13	Minneapolis-St. Paul	1,164,200
17	18	Tampa-St. Petersburg, Fla.	1,056,900
18	17	St. Louis	1,034,400
19	19	Denver	1,011,600
20	20	Sacramento-Stockton	914,700
21	21	Baltimore	878,800
22	23	Phoenix	829,500
23	25	Indianapolis	820,500
24	22	Hartford-New Haven	810,700
25	24	Portland, Ore.	777,700
26	26	San Diego	765,300
27	30	Orlando-Daytona Beach	718,900
28	29	Milwaukee	693,500
29	27	Cincinnati	692,600
30	28	Kansas City	688,400
31	31	Nashville	665,100
32	32	Charlotte, N.C.	655,300
33	34	Columbus, Ohio	643,700
34	33	New Orleans	638,500
35	35	Buffalo, N.Y.	613,500
36	36	Oklahoma City	611,100
37	37	Greenville-Spartanburg, S.C.- Asheville, N.C.	604,200
38	38	Raleigh-Durham, N.C.	602,600
39	42	Salt Lake City	582,600
40	41	Memphis	576,900
41	40	Grand Rapids-Kalamazoo-Battle Creek, Mich.	576,200
42	39	Providence, R.I.-New Bedford, Mass.	561,200
43	43	Charleston-Huntington, W. Va.	525,100
44	48	Harrisburg-York-Lancaster-Lebanon, Pa.	521,600
45	44	San Antonio, Tex.	521,200
46	46	Norfolk-Portsmouth-Newport News-Hampton, Va.	511,300
47	47	Birmingham, Ala.	508,300
48	49	Dayton, Ohio	502,900
49	45	Louisville, Ky.	500,900
50	51	Greensboro-Winston Salem-High Point, N.C.	493,400

ew TV markets U.S.A.'s new TV markets U.S.A.'s new

85-86	84-85	Market	Households
51	52	Albany-Schenectady-Troy, N.Y.	481,200
52	54	Tulsa, Okla.	459,100
53	53	Shreveport, La.-Texarkana, Tex.	442,800
54	58	Flint-Saginaw-Bay City, Mich.	442,700
55	56	Little Rock, Ark.	438,900
56	62	West Palm Beach, Fla.	431,800
57	61	Mobile, Ala.-Pensacola, Fla.	425,700
58	50	Wilkes Barre-Scranton, Pa.	421,000
59	57	Wichita-Hutchinson, Kan.	419,300
60	59	Knoxville, Tenn.	418,200
61	63	Jacksonville, Fla.	406,100
62	64	Albuquerque, N.M.	404,400
63	55	Richmond, Va.	403,300
64	65	Fresno-Visalia, Calif.	396,100
65	60	Toledo, Ohio	382,500
66	66	Des Moines, Iowa	375,300
67	67	Syracuse, N.Y.	367,900
68	68	Green Bay, Wis.	359,700
69	70	Springfield-Decatur-Champaign, Ill.	349,200
70	72	Omaha	348,900
71	71	Rochester, N.Y.	347,300
72	69	Roanoke-Lynchburg, Va.	336,200
73	77	Cedar Rapids-Waterloo-Dubuque, Iowa	327,300
74	74	Davenport, Iowa-Rock Island-Moline, Ill.	326,400
75	73	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill.	322,400
76	78	Portland-Poland Spring, Me.	320,300
77	76	Lexington, Ky.	313,200
78	75	Spokane, Wash.	312,200
79	81	Austin, Tex.	307,500
80	80	Chattanooga, Tenn.	297,100
81	79	Johnstown-Altoona, Pa.	286,500
82	83	Tucson, Ariz.	285,000
83	82	Springfield, Mo.	284,800
84	85	South Bend-Elkhart, Ind.	279,200
85	84	Jackson, Miss.	277,900
86	86	Bristol, Va.-Kingsport-Johnson City, Tenn.-	277,100
87	88	Columbia, S.C.	266,700
88	87	Evansville, Ind.	261,100
89	91	Huntsville-Decatur-Florence, Ala.	260,500
90	90	Lincoln-Hastings-Kearney, Neb.	256,500
91	89	Baton Rouge, La.	256,000
92	92	Youngstown, Ohio	234,500
93	96	Fort Wayne, Ind.	232,600
94	95	Waco-Temple, Tex.	225,900
95	93	Sioux Falls-Mitchell, S.D.	225,700
96	99	Las Vegas	222,300
97	98	Greenville-New Bern-Washington, N.C.	222,100
98	101	Burlington, Vt.-Plattsburgh, N.Y.	219,000
99	105	Colorado Springs-Pueblo, Colo.	214,900
100	103	Lansing, Mich.	213,200
100	98	Peoria, Ill.	213,200
102	102	Fargo, N.D.	211,000
103	94	Springfield, Mass.	208,700
104	97	El Paso, Tex.	205,900
105	104	Augusta, Ga.	204,600
106	106	Charleston, S.C.	203,600
107	112	Fort Myers-Naples, Fla.	200,500
108	108	Savannah, Ga.	200,400
109	107	Madison, Wis.	200,300
110	110	Salinas-Monterey, Calif.	196,400
111	109	Lafayette, La.	195,100
112	111	Rockford, Ill.	189,800
113	114	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	186,800
114	113	Monroe, La.-El Dorado, Ark.	184,600
115	115	Columbus, Ga.	184,000
116	120	Montgomery, Ala.	175,900
117	117	McAllen-Brownsville, Tex.	175,500
118	116	Amarillo, Tex.	174,800
119	118	Joplin, Mo.-Pittsburg, Kan.	174,100
120	119	Duluth, Minn.-Superior, Wis.	173,400
121	125	Corpus Christi, Tex.	170,200
122	121	Beaumont-Port Arthur, Tex.	168,400
123	122	Yakima, Wash.	167,200
124	123	Wheeling, W. Va.-Steubenville, Ohio	164,900
125	123	Reno	163,000
126	126	Wichita Falls, Tex.-Lawton, Okla.	161,600
127	130	La Crosse-Eau Claire, Wis.	161,400

TV markets U.S.A.'s new TV markets U.S.A.'s new TV

85-86	□ 84-85	Market	Households
128	131	Wausau-Rhinelander, Wis.	159,400
129	139	Sioux City, Iowa	158,800
130	132	Tallahassee, Fla.-Thomasville, Ga.	158,100
131	127	Terre Haute, Ind.	157,200
132	142	Macon, Ga.	155,700
133	128	Eugene, Ore.	155,000
134	133	Binghamton, N.Y.	154,600
135	137	Columbus-Tupelo, Miss.	152,700
136	134	Boise, Idaho	151,800
137	145	Columbia-Jefferson City, Mo.	151,700
138	135	Erie, Pa.	151,600
139	138	Traverse City-Cadillac, Mich.	151,400
140	140	Chico-Redding, Calif.	148,700
141	128	Lubbock, Tex.	148,400
142	141	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	146,200
143	136	Topeka, Kan.	144,300
144	146	Odessa-Midland, Tex.	141,200
145	148	Florence, S.C.	140,500
146	144	Minot-Bismarck-Dickinson, N.D.	140,200
147	143	Bluefield-Beckley-Oak Hill, W.Va.	138,700
148	150	Bakersfield, Calif.	136,700
149	147	Fort Smith, Ark.	135,700
150	152	Albany, Ga.	129,400
151	151	Wilmington, N.C.	128,800
152	153	Quincy, Ill.-Hannibal, Mo.	122,800
153	154	Bangor, Me.	122,200
154	160	Tyler, Tex.	119,900
155	156	Abilene-Sweetwater, Tex.	115,700
156	155	Medford, Ore.	113,200
157	158	Sarasota, Fla.	112,000
158	159	Utica, N.Y.	101,300
159	157	Idaho Falls-Pocatello	97,900
160	161	Dothan, Ala.	96,000
161	162	Rapid City, S.D.	93,800
162	165	Clarksburg-Weston, W. Va.	89,100
163	163	Alexandria, La.	88,900
164	168	Laurel-Hattiesburg, Miss.	87,800
165	164	Billings-Hardin, Mont.	85,500
166	167	Salisbury, Md.	84,500
167	166	Elmira, N.Y.	84,300
168	170	Greenwood-Greenville, Miss.	82,300
169	172	Watertown-Carthage, N.Y.	78,200
170	174	Gainesville, Fla.	78,100
171	171	Lake Charles, La.	76,300
172	180	Alexandria, Minn.	74,900
173	173	Ardmore-Ada, Okla.	74,800
174	169	Meridian, Miss.	73,900
175	176	Panama City, Fla.	73,300
176	149	Missoula, Mont.	72,500
177	184	Grand Junction, Colo.	67,400
178	177	Great Falls, Mont.	66,500
178	175	Jonesboro, Ark.	66,500
180	178	Biloxi-Gulfport-Pascagoula, Miss.	62,900
181	183	Roswell, N.M.	59,700
182	179	El Centro, Calif.-Yuma, Ariz.	59,500
183	187	Palm Springs, Calif.	58,000
184	182	Eureka, Calif.	56,500
185	180	Casper-Riverton, Wyo.	55,600
186	186	Marquette, Mich.	54,300
187	188	Tuscaloosa, Ala.	51,600
188	189	St. Joseph, Mo.	49,800
189	—	Butte, Mont.	46,000
190	185	Jackson, Tenn.	45,000
191	191	Lafayette, Ind.	44,900
192	193	San Angelo, Tex.	43,500
193	194	Anniston, Ala.	43,300
194	195	Hagerstown, Md.	41,800
195	196	Lima, Ohio	40,200
196	192	Bowling Green, Ky.	37,500
197	—	Charlottesville, Va.	35,400
198	198	Parkersburg, W. Va.	34,900
199	199	Laredo, Tex.	33,300
200	197	Harrisonburg, Va.	33,000
201	200	Zanesville, Ohio	30,800
202	190	Cheyenne, Wyo.	30,400
202	204	Twin Falls, Idaho	30,400
204	202	Ottumwa, Iowa-Kirksville, Mo.	28,900
205	201	Presque Isle, Me.	28,500
206	205	Flagstaff, Ariz.	26,400
207	203	Victoria, Tex.	26,300
208	206	Bend, Ore.	24,100
209	207	Mankato, Minn.	23,000
210	—	Helena, Mont.	18,200
210	208	Selma, Ala.	18,200
212	209	North Platte, Neb.	16,200
213	210	Alpena, Mich.	14,800
214	211	Glendive, Mont.	5,200

of playoff pre-emptions will "upset the flow of things" on a long-term basis.

Extending the playoffs to best of seven, observers note, placed even more sales inventory in an already soft marketplace for sports. In addition to the World Series, the playoffs had to compete with a glut of football inventory, both college and professional.

According to Bob Blackmore, head of advertising sales for NBC Television, the network was able to sell out the games—but not without the use of some discounting in the scatter market. As for the extended schedule, he said, "You really count on five and play sixth and seventh games loose. It's a little more sports than people were counting on."

Blackmore declined to elaborate on the extent that the network discounted the games to advertisers. The initial upfront asking price was around $150,000 per 30. It's believed that about 50% of the playoff inventory was available for scatter. Advertising sources said discounts ran from 10% to 20% and no more than 25%. Discounting varied, depending upon the individual advertiser packages. ☐

Telethon to provide Ethiopian aid update

Broadcast originating from Ethiopia will try to return world's focus on problems there

On Oct. 26, an 11-hour telethon for the starving in Africa will deliver a progress report on world relief efforts. The telethon, which is described as a "synergistic" project between World Vision, a Christian relief organization, and the Russ Reid agency, pro-

CBS breaks into the win column as NBC's baseball falters

CBS captured the third week of the prime time season as NBC aired Major League Baseball playoffs on all but one night of the week. For the week of Oct. 7-13, CBS averaged a 17.7 rating and a 28 share, based on Nielsen's National Television Index. NBC had a 17.3/28 and ABC a 15.6/25.

In all, NBC only aired five programs, totaling four-and-a-half hours, from its regular schedule. Two of them ranked in the top 10.

The six playoff games (three in each league) averaged a 16.8/27. Only two of the six games placed in the top 20. The first (18.8/29) and second (18.5/30) games in the National League St. Louis/Los Angeles series ranked 14th and 16th, respectively. The lowest-rated of the six games was the fourth game of the American League Toronto/Kansas City series, which ranked 41st with a 14.3/25.

The week's four movie nights, totaling eight hours, posted numbers good enough to win all but one half-hour they were on the air. The week's fourth-ranked *Long Hot Summer, Part 2*, on NBC's *Monday Night Movie* (23.8/36) from 9 to 11 p.m., was the highest-rated of the batch. *Long Hot Summer* averaged a 23.2/35 over it two parts. The first part, shown on Sunday, Oct. 6, ranked seventh the week before.

HUT levels for the week were 63.3, versus 63.6 for the same week last year, showing little change. Combined network ratings and shares, however, were both down 3% from the same week last year. Ratings for the week were 50.6, compared to 52.4 last year. Shares were 80.2, down from 82.6 last year.

CBS and ABC each had four of the week's top 10 shows, while NBC had two. In nightly wins, CBS took Friday, Saturday, and Sunday, while NBC won Monday and Thursday. ABC took Tuesday and Wednesday.

■ NBC was a winner in every half-hour of programing on Monday as it scored a 21.6/33. ABC had a 16.8/25 and CBS a 16.8/26. Along with *Long Hot Summer*, from 9 to 11 p.m., *TV Bloopers and Practical Jokes* (17.1/26) took both half-hours from 8 to 9 p.m. *NFL Monday Night Football* (ABC), featuring a Washington Redskin victory over the St. Louis Cardinals, ranked second opposite the NBC movie.

■ ABC started strongly on Tuesday, with an impressive showing from 8 to 9 with the third-ranked *Who's the Boss* (24.8/38) at 8, and the eighth-ranked *Growing Pains* (21.5/32) at 8:30 p.m. *Growing Pains* tied with the *CBS Tuesday Night Movie* (21.5/33), "Love, Mary," from 9 to 11, which won every one of its half-hours. The first game of the American League Championship series scored a 17/26. From 9 to 10 p.m., ABC had the 15th-ranked *Moonlighting* (18.7/27). The network will attempt to shore up the weakest of its three hours on Tuesday (10-11 p.m.) when it moves *Spenser: For Hire* from Friday at 10 to Tuesday, where it was originally placed when ABC first announced its schedule.

■ Led by last season's number-one ranked show, *Dynasty* (22.5/34), which ranked fifth for the week, ABC took Wednesday night. But in the night's other two hours, 8 to 9 p.m. and 10 to 11 p.m., the first game of the *National League Championship* (18.8/29) was victorious. CBS's all-new Wednesday schedule scored a 14/22, making it the lowest-rated network night for the week.

■ Buoyed by *The Cosby Show* (30.7/54), the top-ranked show for the third straight week, NBC won Thursday with the week's highest-rated performance by a network for a night. NBC had a 21.7/33 for the night as baseball followed *The Cosby Show*. CBS gave NBC some competition, as it scored an 18.8/30 for the night. CBS took 9:30-11 p.m. with the second half-hour of *Simon and Simon* (20.2/31) and *Knot's Landing* (19.7/33).

■ CBS was a winner in every half-hour on Friday, with its regular schedule led by the sixth-ranked *Dallas* (21.8/36). Game three of the *American League Championship* scored a 15.7/27, and placed second in every half-hour of the night, with the exception of 8-8:30, when ABC's *Webster* (13.8/24) ranked number two.

■ On Saturday, CBS again swept every half-hour of programing, led by *Airwolf* (14.8/26) from 8 to 9 p.m., and the *CBS Saturday Night Movie* (17/6/30), "Out of the Darkness," from 17.6/30. The fourth game of the *American League Championship* (14.3/25) ranked third for much of the night.

■ With a strong schedule highlighted by the seventh-ranked *60 Minutes* (21.8/36) at 8, and second-ranked *Murder, She Wrote* (24.9/37), CBS took Sunday. But it was not without competition from the *ABC Sunday Night Movie* (20.6/31), which ranked 10th for the week.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	30.7/47
2.	Murder, She Wrote	CBS	24.9/37
3.	Who's the Boss?	ABC	24.8/38
4.	Long Hot Summer, part 2	NBC	23.8/36
5.	Dynasty	ABC	22.5/34
6.	Dallas	CBS	21.8/36
7.	60 Minutes	CBS	21.8/36
8.	Love, Mary	CBS	21.5/33
9.	Growing Pains	ABC	21.5/32
10.	Tough Love	ABC	20.6/31
11.	Simon & Simon	CBS	20.2/31
12.	Knots Landing	CBS	19.7/33
13.	Crazy Like A Fox	CBS	19.6/29
14.	Baseball, NL Champ. Game 1	NBC	18.8/29
15.	Moonlighting	ABC	18.7/27
16.	Baseball, NL Champ. Game 2	NBC	18.5/30
17.	Newhart	CBS	18.5/27
18.	Hotel	ABC	18.3/30
19.	Falcon Crest	CBS	18.0/31
20.	Football, St. Louis-Wash.	ABC	18.0/28
21.	Kate & Allie	CBS	17.9/26
22.	Out of the Darkness	CBS	17.6/30
23.	TV Bloopers & Practical Jokes	NBC	17.1/26
24.	Baseball, AL Champ. Game 1	NBC	17.0/26
25.	Baseball, NL Champ. Game 4	NBC	16.7/25
26.	Twilight Zone	CBS	16.6/29
27.	Magnum, P.I.	CBS	16.5/25
28.	Scarecrow & Mrs. King	CBS	16.4/25
29.	Football—Post-game (Sun.)	CBS	16.3/30
30.	Trapper John, M.D.	CBS	16.1/26
31.	Cagney & Lacey	CBS	15.9/25
32.	Baseball, AL Champ. Game 3	NBC	15.7/27
33.	Lime Street	ABC	15.2/25
34.	Equalizer	CBS	15.0/25
35.	The Insiders	ABC	15.0/23
36.	Airwolf	CBS	14.8/26
37.	20/20	ABC	14.8/24
38.	Love Boat	ABC	14.7/25
39.	NL Champ. Pregame 1	NBC	14.6/24
40.	AL Champ. Pregame 1	NBC	14.4/23
41.	Baseball, AL Champ. Game 4	NBC	14.3/25
42.	Charlie & Company	CBS	14.2/21
43.	Webster	ABC	13.8/24
44.	Stir Crazy	CBS	13.7/21
45.	Hollywood Beat	ABC	13.1/23
46.	NL Champ. Pregame 4	NBC	13.1/22
47.	Diff'rent Strokes	ABC	13.0/21
48.	Hardcastle & McCormick	ABC	13.0/20
49.	MacGyver	ABC	13.0/19
50.	Mr. Belvedere	ABC	12.9/22
51.	Baseball, AL Champ. Game 5	NBC	12.8/24
52.	Spenser: For Hire	ABC	12.7/22
53.	George Burns Comedy Week	CBS	12.6/19
54.	Lady Blue	ABC	12.6/19
55.	Benson	ABC	12.1/20
56.	Our Family Honor	ABC	12.1/20
57.	Silver Spoons	NBC	10.8/18
58.	AL Champ. Pregame 3	NBC	10.7/20
59.	AL Champ. Pregame 4	NBC	10.6/20
60.	Ripley's Believe It Or Not	ABC	10.6/18
61.	Punky Brewster	NBC	9.9/17
62.	Hometown	CBS	9.1/14
63.	Fall Guy	ABC	8.5/13

*indicates premiere episode

by Dorothy Bridgeman to Jerry Condra for $1,550,000, comprising $900,000 cash, $555,000 note at 10% over 10 years and $100,000 noncompete over five years with no interest. **Seller** has no other broadcast interests. **Buyer** has interest in, and is general manager of WPDE-TV Florence, S.C. KTRM is on 990 khz full time with 1 kw. KZZB is on 95.1 mhz with 100 kw and antenna 500 feet above average terrain. *Broker: John Mitchell & Associates*

WRIN(AM)-WLQI(FM) Rensselaer, Ind. □ Sold by commonly owned Jasper County Broadcasting and North Star Communications, respectively, to Brothers Broadcasting of Indiana for $603,000. **Seller** is owned by Rose Marie and Thomas Jurek, who have no other broadcast interests. **Buyer** is owned by James and John Balvich, brothers. James Balvich is Monticello, Ind.,physician. John Balvich is salesman at WSAL(AM) Logansport, Ind. WRIN is on 1560 khz with 1 kw. WLQI is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Burt Sherwood & Chapman Associates.*

CABLE

System serving, Bellevlew, Cedar Key and Marion County, Fla. □ Sold by Starshine Cable TV Inc. to Centel Cable Television Co. of Florida for approximately $3 million. **Seller** is principally owned by Alton Blakely, who also has interest in Tennessee-Kentucky Cable TV Co., Somerset, Ky.-based cable group of four systems. **Buyer** is subsidiary of Centel Corp., publicly traded, Chicago-based telephone company and cable MSO with over 300,000 subscribers in eight states headed by Alan Kutze, president. System serves 3,000 subscribers with 30 miles of plant.

For other proposed and approved sales see "For the Record," page 87.

Bottom Line

Just in case. United Cable Television has filed shelf registration for $300 million of various types of senior and subordinated debt. Denver-based MSO, which as of Aug. 31 owned or managed systems serving 919,000 basic and 798,000 pay subscribers, said it had no "immediate plans to issue any of these debt securities," but they might be issued for acquisitions or to repay indebtedness.

□

Chapters seven and eleven. How many Fifth Estate companies file for bankruptcy? According to Dun & Bradstreet the number of TV and radio business failures was just over 50 in both 1983 and 1984 and so far this year appears headed for the same level. That computes to an annual failure rate of half of one percent out of the total station population. The liabilities involved can vary. Last year, $24.4 million was at stake, less than half 1983's $54.1 million in liabilities. Dun & Bradstreet obtains the statistics by categorizing bankruptcy court filings according to the federal government's standard industrial classification (SIC) codes. The radio and TV categories include stations, and programing and rep companies.

	Radio (failures and liabilities)	TV * (failures and liabilities)
1983	39 $14,902,000	13 $39,235,000
1984	51 $20,143,000	7 $4,268,000
First half 1984	29 $12,538,000	4 $198,000
First half 1985	17 $23,379,000	10 $14,815,000

* The television category includes affiliate and independent stations, subscription television stations, low-power TV's and translators. Cable television is not included but instead is counted in a wider catch-all category for diverse communications enterprises.

AMERICOM MEDIA BROKERS, INC.

Closed: **KSET (FM) El Paso, TX**

John Dunn *Jim Ray*

Jim Ray completing $1,750,000.⁰⁰ acquisition from John Dunn Oct. 1, 1985

QUIETLY BROKERING
TOP-100 MARKET RADIO STATIONS

AMERICOM MEDIA BROKERS, INC.

Suite 1050
900 Seventeenth Street, N.W.
Washington, D.C. 20006
(202) 737-9000

Fifth Estate billionaires

'Forbes' annual list of America's 400 richest includes many media owners

The increased value of broadcasting and cable properties also increased the wealth of their owners, insuring that the Fifth Estate was well represented on *Forbes*'s 1985 listing of the 400 richest Americans.

Of the 14 billionaires listed in last week's issue, four are well known to the Fifth Estate. Samuel Irving Newhouse Jr. and Donald Edward Newhouse, who own the MSO NewChannels and have other cable interests, currently share a fortune reported to be worth $2.2 billion (pending settlement of an estate tax case with the Internal Revenue Service). The net worth of Metromedia Chairman John Kluge was estimated by the magazine to be more than $1 billion, as was that of Fifth Estate investor Warren Buffett.

Also among the very, very wealthy were numerous Rockefellers—the family-owned The Rockefeller Group owns Outlet Communications—led by billionaire David Rockefeller.

Barbara Cox Anthony's and Anne Cox Chambers's ownership of Cox Enterprises and now-private Cox Communications makes them each worth at least $950 million, according to *Forbes*. Edward Lewis Gaylord, of the Gaylord station and publishing group, was estimated to be worth more than $600 million.

The net worth of cable MSO owner O. Wayne Rollins's family was estimated to be at least $500 million, and that of television group owner Joe Lewis Allbritton more than $450 million. Kirk Kerkorian's majority ownership of MGM/UA and his other diverse investments are worth at least $450 change TL; change ERP to 95.69 kw, and change HAAT to 1,327.56 ft. App. Oct. 9.

■ WTPA-FM (93.5 mhz) Mechanicsburg, Pa.—Seeks mod. of CP to change TL; change ERP to 1.18 kw, and 524.8 ft. App. Oct. 9.

■ KLTG (100.3 mhz) Lamesa, Tex.—Seeks CP to change TL and change HAAT to 1,000 ft. App. Oct. 9.

■ WVJZ (96.7 mhz) Orange, Va.—Seeks CP to change ERP to 3 kw. App. Oct. 9.

■ WMIL-FM (106.1 mhz) Waukesha, Wis.—Seeks CP to install aux. sys. App. Oct. 9.

TV's

Accepted

■ KREY-TV (ch. 10) Montrose, Colo.—Seeks CP to change ERP to vis. 6.16 kw, aur. 1.36 kw. App. Oct. 10.

■ WLIO (ch. 35) Lima, Ohio—Seeks CP to change ERP to vis. 661 kw, aur. 132 kw and replace ant. App. Oct. 8.

Actions

AM's

■ KBBI (1250 khz) Homer, Alaska—Granted app. to change freq. to 890 khz; increase day and night power to 10 kw, and change TL. Action Oct. 2.

■ KOTZ (720 khz) Kotzebue, Alaska—Granted app. to increase day and night power to 10 kw; change TL, and make changes in ant. sys. Action Oct. 2.

■ KNCO (830 khz) Grass Valley, Calif.—Granted app. to change TL. Action Oct. 1.

■ KKAR (540 khz) Hesperia, Calif.—Granted app. to increase power to 1.5 kw and make changes in ant. sys. Action Oct. 2.

■ WDDD (810 khz) Johnson City, Ill.—Granted app. to change nighttime TL. Action Oct. 1.

■ WBOW (1230 khz) Terre Haute, Ind.—Granted app. to make changes in ant. sys. Action Oct. 2.

■ KMNS (620 khz) Sioux City, Iowa—Granted app. to augment radiation pattern. Action Oct. 1.

■ KPEL (1420 khz) Lafayette, La.—Granted app. to increase nighttime power to 1 kw and make changes in ant. sys. Action Oct. 2.

■ WSDS (1480 khz) Ypsilanti, Mich.—Granted app. to reduce nighttime power to 3.8 kw and modify nighttime directional standard radiation pattern. Action Oct. 1.

■ WCUE (1150 khz) Cuyahoga Falls, Ohio—Granted app. to make changes in ant. sys. Action Oct. 1.

■ WGFW (1580 khz) Morovis, P.R.—Granted app. to increase night power to 2.5 kw, DA-D and make changes in ant. sys. Action Oct. 2.

■ WQBS (630 khz) San Juan, P.R.—Granted app. to make changes in nighttime DA pattern. Action Oct. 1.

■ WXSS (1030 khz) Memphis—Granted app. to make changes in ant. sys. Action Oct. 2.

■ KBUK (1360 khz) Baytown, Tex.—Granted app. to augment standard pattern. Action Oct. 1.

■ KXAM (1440 khz) Helotes, Tex.—Returned app. to increase power to 1 kw; change TL, and make changes in ant. sys. Action Oct. 2.

■ KLVR (1340 khz) Heber City, Utah—Returned app. to change freq. to 1210 khz and increase day power to 5 kw. Action Oct. 2.

■ WFCL (1380 khz) Clintonville, Wis.—Granted app. to make changes in ant. sys. Action Oct. 2.

■ KGOS (1490 khz) Torrington, Wyo.—Granted app. to change TL. Action Oct. 1.

FM's

■ KKFR (92.3 mhz) Glendale, Ariz.—Granted app. to change HAAT to 993.84 ft. Action Sept. 30.

■ KKJJ (92.3 mhz) Payson, Ariz.—Granted app. to install new transmission sys. Action Sept. 30.

■ *KUAF (88.9 mhz) Fayetteville, Ark.—Granted app. to change freq. to 91.3 mhz; change TL; change ERP to 100 kw; install new ant., and make changes in ant. sys. Action Oct. 1.

■ KSPZ (92.9 mhz) Colorado Springs—Granted app. to change ERP to 52.7 kw and make changes in ant. sys. Action Sept. 30.

■ WJQY (106.7 mhz) Fort Lauderdale, Fla.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 984 ft. Action Sept. 30.

■ WKLS-FM (98.1 mhz) Atlanta—Granted app. to change SL to 1800 Century Blvd., outside Atlanta city limits. Action Sept. 30.

■ WKCX (97.7 mhz) Rome, Ga.—Dismissed app. to change ERP to .3 kw and change HAAT to 780 ft. Action Oct. 7.

■ *WSIE (88.7 mhz) Edwardsville, Ill.—Granted app. to install new ant. and transmitter. Action Sept. 30.

■ KMAJ (107.7 mhz) Topeka, Kan.—Granted app. to change HAAT to 1,214.4 ft. and change TL. Action Sept. 30.

■ WKTG (93.9 mhz) Madisonville, Ky.—Dismissed app. to change ERP to 100 kw and change HAAT to 455 ft. Action Oct. 7.

■ KQID-FM (93.1 mhz) Alexandria, La.—Granted app. to change HAAT to 1,540 ft. Action Sept. 30.

■ WBOS (92.9 mhz) Brookline, Mass.—Dismissed app. to change ERP to 18 kw. Action Oct. 7.

■ KRXL (94.5 mhz) Kirksville, Mo.—Granted app. to change TL and change HAAT to 990 ft. Action Sept. 30.

■ WSEC (103.7 mhz) Williamston, N.C.—Dismissed app. to change ERP to 100 kw. Action Oct. 7.

■ *KVRM (91.9 mhz) Eugene, Ore.—Dismissed app. to change TL and change HAAT to 762 ft. Action Oct. 7.

■ WNQQ (106.3 mhz) Blairsville, Pa.—Dismissed app. to change ERP to 2.4 kw. Action Oct. 3.

■ WIOQ (102.1 mhz) Philadelphia—Dismissed app. to install aux. sys. Action Oct. 7.

■ *WTLR (89.9 mhz) State College, Pa.—Dismissed app. to change ERP to 31 kw and make changes in ant. sys. Action Oct. 4.

■ KOOI-FM (106.5 mhz) Jacksonville, Tex.—Dismissed app. to change TL and change HAAT to 1,144.625 ft. Action Oct. 7.

■ KGRA (106.3 mhz) Kermit, Tex.—Granted app. to change TL; change HAAT to 274 ft., and make changes in ant. sys. Action Sept. 30.

■ KFMX-FM (94.5 mhz) Lubbock, Tex.—Granted app. to change TL and change HAAT to 817.05 ft. Action Sept. 30.

■ KAJR (99.3 mhz) Yakima, Wash.—Granted app. to move SL outside Yakima city limits. Action Sept. 30.

In Contest

Review board made following decisions:

■ Cumberland, Md. (Gary D. Terrell and Rita L. Young) TV proceeding. Dismissed Young's app. and granted app. of Terrell for new TV station at Cumberland. By decision, Oct. 4.

Summary of broadcasting
as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ New York (United Broadcasting Co. of New York Inc. and Osborne Communications Corp.) AM proceeding. Granted joint petition for approval of agreement and dismissed app. of Osborne; granted app. of United for renewal of lic. of WBNX(AM), and terminated proceeding. By order, Oct. 3.

■ Charleston, W.Va. (National Communications Affiliates of West Virginia, et al) TV proceeding. Scheduled oral argument for Nov. 1 on exceptions to initial decision of ALJ Joseph P. Gonzalez granted app. of Gemini Broadcasting of West Virginia Inc. for new TV station in Charleston, denying apps. of National Communications Affiliates, Long Broadcasting Systems Inc., West Virginia Telecasting Inc. and Channel 11 Broadcasting Corp. Each party has 20 minutes for argument. National, Long, West Virginia and Channel 11 may reserve part of their time for rebuttal. By letter, Oct. 2.

General counsel made following decisions:

■ Miami (The New Continental Broadcasting Co., Dadeland Broadcasting Inc. and Community Broadcasters Inc.) AM proceeding. Under remand from court, granted joint petition by New Continental and Community and dismissed app. of The New Continental Broadcasting Co. By order, Oct. 2.

■ San Antonio, Tex. (Las Misiones de Bejar Television Co. and Alamo Broadcasting Corp.) TV proceeding. Granted joint petition for approval of agreement and dismissed app. of Las Misiones; granted app. of Alamo for new TV station at San Antonio, and terminated proceeding. By order, Sept. 30.

ALJ Joseph Chachkin made following decisions:

■ San Diego (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted motion by Mission Valley Radio and dismissed its app. with prejudice and granted petition by M. Earlene Stebbins and Paul Stebbins and dismissed their app. with prejudice. By orders, Oct. 2 & 4.

ALJ John M. Frysiak made following decision:

■ Palatka, Fla. (Pentecostal Revival Association Inc., et al) TV proceeding. Granted Pentecostal's motion for partial summary decision and resolved short-spacing issue in its favor. By MO&O, Oct. 4.

ALJ Byron E. Harrison made following decisions:

■ Oklahoma City (Kilgore Broadcasting, et al) TV proceeding. Granted joint motion filed by Kilgore Broadcasting and Richard Mendoza and dismissed app. of Non-Profit Television Concepts with prejudice. By order, Oct. 7.

■ Hendersonville, Tenn. (Nelson Media Inc., et al) TV proceeding. Granted motion filed by Burwood Broadcasting Corp. and dismissed its app. with prejudice. By order, Oct. 1.

■ Katy, Tex. (Horizon Community Broadcasters Ltd., et al) TV proceeding. Granted motion by Johnson Broadcasting Inc. and dismissed app. of Louise Brunson with prejudice. By order, Oct. 2.

ALJ Edward Luton made following decisions:

■ Tolleson, Ariz. (Great Arizona Broadcasting Co., et al) TV proceeding. By separate orders: granted motion by Marimar Communications Corp. and dismissed its app. with prejudice and accepted Great Arizona's letter withdrawing itself from proceeding and dismissed its app. with prejudice. By orders, Oct. 2.

■ Lawton, Okla. (Roni Deann Gardner, et al) FM proceeding. Granted Gardner's petition to enlarge issues against Atkins Broadcasting to determine whether Atkins misrepresented availability of transmitter site; whether Atkins failed to establish and maintain public file at location stated, and effects thereof on its qualifications to be commission licensee. By MO&O, Oct. 1.

■ Roanoke, Va. (Roanoke TV 60 Broadcasting and Southwest Virginia Television) TV proceeding. Granted motion for summary decision by Southwest Virginia and resolved air hazard issue in its favor. By order, Oct. 2.

ALJ Walter C. Miller made following decision:

■ Miami (Cuban-American Ltd., et al) TV proceeding. Granted Range Communications' motion and dismissed app. of Comuni-Centre Broadcasting with prejudice. By MO&O, Oct. 7.

ALJ Joseph Stirmer made following decisions:

■ Bakersfield, Calif. (Margaret Garza and Kern Communications Co.) FM proceeding. Granted Kern's motion to enlarge issues against Garza to determine whether Garza misrepresented facts or lacked candor in her supplemental answers to interrogatories of April 30, and in her answers

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Broadcasting ϟ Oct 28

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Vol. 109 No. 18

Broadcasting Oct 28

Technology state of the art
Council for Cable Information folds
Another record FM price—$44 million

STEPPING DOWN □ NTIA chief David Markey announces he will leave post; recommends Rodney Joyce as a successor. **PAGE 40.**

NEW COMPANY □ Carl Hirsch leaves Malrite to form new company which last week paid record $44 million for standalone FM in Los Angeles. **PAGE 41.**

CLOSING DOWN □ Council for Cable Information shuts down operation as MSO's withdraw financial support. **PAGE 43.**

NOVEMBER LINEUP □ Networks assemble specials, mini-series and movies for November sweeps period. **PAGE 44.**

STATE OF TECHNOLOGY □ In this multi-part special report, BROADCASTING looks at the forces, both human and mechanical, that are engineering the ongoing revolution in Fifth Estate technology, beginning with an overview of the players in the supercompetitive product marketplace. **PAGE 52.** Starting on **PAGE 56**, a panel of TV and radio group engineers expresses their views on industry changes and challenges. A look at the hot competition in electronic newsgathering begins on **PAGE 78.** New spectrum for AM means new decisions. **PAGE 82.** Boston is featured in a major-market case study of the state of TV stereo. Success and failure in the search for standards. **PAGE 87.** A satellite spin on electronic newsgathering. **PAGE 90.**

LOADED GUNS □ Networks among commenters blasting FCC procedures on tender offers and proxy fights when broadcast licenses are at stake. **PAGE 92.**

RENEWAL REVERSAL □ Appeals court reverses FCC decision for seven-year renewal for Des Plaines, Ill., FM, citing equal employment opportunity deficiencies. **PAGE 93.**

FAIRNESS COMPLAINT □ American Legal Foundation asks appeals court to reject FCC decision in ABC-CIA case. **PAGE 94.**

TV DEBATE □ Senate Rules Committee to debate two measures concerning televising Senate proceedings. **PAGE 95.**

SMPTE SHOW □ Society of Motion Picture and Television Engineers convention begins in Los Angeles this week. **PAGE 96.**

MAKING A SPLASH □ Disney's domestic television syndication arm readies movie package and anthology series of *Wonderful World of Disney* for distribution. **PAGE 103.**

ON THE MARKET □ CBS puts KMOX-TV St. Louis up for sale. **PAGE 110.**

ADVERTISER CONSORTIUM □ Group of advertisers form to bring specials to television. **PAGE 111.**

MODEL MANAGER □ Amy McCombs, president and general manager of WDIV-TV Detroit, takes the role of broadcaster seriously. **PAGE 135.**

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LBS should also be the first syndicator to offer one as a strip. *Amazing Stories* will be offered by MCA.

But *Darkside* is not the first anthology stripped for syndication. Orbis Communications is offering 100 episodes of the half hour strip, *Tales of the Unexpected*, a British suspense anthology, for 1986. It is produced by Anglia TV. *Tales of the Unexpected* ran on Britain's ITV through last season in prime time.

Siegel said the expanded version of *Darkside* is LBS's only offering for late fringe (11:30 p.m.-1:30 a.m. on network affiliates, after 11 on independents). Late fringe is an area distributors and reps have pointed to as needing new programing, both for independents and affiliates, and one for which more syndicated offerings will be designed (BROADCASTING, May 6). And some sources speculate that the late-night "evergreen," *M*A*S*H*, may begin to show some ratings slippage.

Stars appearing on *Darkside* this season include Phyllis Diller, Abe Vigoda, Adolph Caesar and Darrin McGavin. Among the show's writers in the first two seasons was best-selling author Stephen King. Writers for the new episodes have not been chosen. Richard Rubenstien, George A. Romero and Jerry Golod will continue as executive producers. Half the show's episodes are produced in New York and half in Los Angeles.

This year saw the offering of two late fringe syndicated strips—*Comedy Tonight* (Orbis) and *Comedy Break* (Viacom). Additionally, a number of other weekly late-night offerings, including *Dick Clark's Nitetime* (King World), *Mad Movies with the L.A. Connection* (Four Star) and *FTV* (MCA), were introduced in syndication. ☐

Telepictures to offer million-dollar game show

Scheduled for launch early next year, show is being targeted for stations without 'Wheel of Fortune'

Telepictures has developed a new game show that its says contains the largest cash prize ever awarded, and is making the show available for a January 1986 launch.

Called *The Million Dollar Chance of a Lifetime*, the game show has already been cleared for access time periods on RKO-owned WOR-TV New York and KHJ-TV Los Angeles, in addition to Post-Newsweek Stations' WPLG-TV Miami. According to Telepictures executives, another 13 deals are pending and should be concluded this week.

Telepictures executives are positioning *Million Dollar Chance* as the game show to

NBC makes it three out of four

NBC took the fourth week of the prime time ratings by the widest victory margin this season, with a 19.4 rating and a 30 share. CBS had a 16.6/26 and ABC a 16.7/25 based on Nielsen's National Television Index for the week of Oct. 14-20.

Compared to last week, when baseball ratings were not particularly positive, the two final playoff games and the first two World Series games performed strongly. Two weeks ago, six prime time playoff games delivered a 16.8/27 average and only one nightly victory. Last week, four games delivered a 22.3/35, winning each night of programing in which they appeared.

Combined ratings, shares and HUT's were all up last week, compared to the same week a year ago. HUT levels were up 3%, from 62.1 to 63.9, for the same week last year. (That week last year was the first week after the 1984 World Series had ended.) Combined ratings were up 10%, from last year's 47.4 to 52.3, and combined shares were up 6%, from last year's 77.3 to 81.8.

NBC had five of the week's top 10 shows, and nine of the top 20; CBS had two of the top 10 and six of the top 20, and ABC had three of the top 10 and five of the top 20. In nightly wins, NBC took Monday through Thursday, CBS won Friday and ABC took Saturday and Sunday.

- NBC won Monday on the strength of "Silent Witness," an *NBC Monday Night Movie* (22.5/33), which swept its 9 to 11 p.m. time period and ranked seventh for the week. From 8 to 9, *Scarecrow & Mrs. King* on CBS beat NBC's *TV Bloopers & Practical Jokes* by more than two ratings points.
- ABC's strength so far this season on Tuesday night, made evident in the fourth week by the eighth-ranked *Who's the Boss* and the 13th-ranked *Growing Pains*, could not prevail against the sixth game of the *American League Championship* (20.3/31).
- NBC took every half hour of Wednesday, with the fifth-ranked show, the seventh and deciding game of the *American League Championship*, which ran for the entire night to rate at a 23.1/36.
- *The Cosby Show* led off the highest-rated night of programing for the week on Thursday (22.8/36). From 8 to 9:30, NBC had the first-, second- and fourth-rated shows.
- CBS took Friday by winning the first two hours of the night with *Twilight Zone* (14.7/25) and *Dallas* (22.3/36). From 10 to 11, NBC's *Miami Vice* won both half-hours with a 19.9/34.
- ABC took Saturday with the first game of the *World Series* (22.1/37). NBC's Saturday schedule, strong since the beginning of the season, ranked second with a combined average of 16.2/27.
- On Sunday, baseball again carried the night, with the second game of the *World Series* delivering a 22.9/34. NBC and CBS tied for second for the night with 18.8 each.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	31.1/49
2.	Family Ties	NBC	28.1/43
3.	Murder, She Wrote	CBS	23.8/35
4.	Cheers	NBC	23.5/36
5.	Baseball, AL Champ. #7	NBC	23.1/36
6.	Baseball, World Series #2	ABC	22.9/34
7.	Silent Witness	NBC	22.5/33
8.	Who's the Boss?	ABC	22.4/35
9.	Dallas	CBS	22.3/36
10.	Baseball, World Series #1	ABC	22.1/37
11.	Jeannie: 15 Years Later	NBC	21.4/32
12.	Night Court	NBC	21.3/33
13.	Growing Pains	ABC	21.0/31
14.	Baseball, AL Champ. #6	NBC	20.9/32
15.	Dynasty	ABC	20.6/31
16.	Kate & Allie	CBS	20.5/29
17.	Knots Landing	CBS	20.2/33
18.	Miami Vice	NBC	19.9/34
19.	Simon & Simon	CBS	19.8/30
20.	60 Minutes	CBS	19.6/31
21.	Country Music Awards	CBS	19.5/30
22.	Moonlighting	ABC	19.4/28
23.	Promises to Keep	CBS	19.0/29
24.	Football, Miami-N.Y. Jets	ABC	18.9/29
25.	Golden Girls	NBC	18.6/30
26.	Scarecrow & Mrs. King	CBS	18.4/27
27.	Football—7-7:48 p.m.(Sun.)	NBC	18.2/31
28.	Falcon Crest	CBS	17.8/30
29.	Crazy Like A Fox	CBS	17.8/26
30.	Hotel	ABC	17.5/28
31.	227	NBC	16.9/27
32.	AL Champ. Pregame #7	NBC	16.7/29
33.	Facts of Life	NBC	16.5/28
34.	Hill Street Blues	NBC	16.5/27
35.	TV Bloopers & Practical Jokes	NBC	16.3/24
36.	20/20	ABC	15.3/25
37.	Hunter	NBC	15.2/26
38.	Amazing Stories	NBC	15.2/23
39.	AL Champ. Pregame #6	NBC	14.9/25
40.	World Series Pregame #2	ABC	14.9/24
41.	Magnum, P.I.	CBS	14.9/23
42.	Gimme a Break	NBC	14.8/25
43.	Twilight Zone	CBS	14.7/25
44.	Alfred Hitchcock Presents	NBC	14.7/21
45.	Equalizer	CBS	14.4/23
46.	World Series Pregame #1	ABC	14.3/26
47.	The Insiders	ABC	14.2/22
48.	Trapper John, M.D.	CBS	13.8/22
49.	Football, Postgame (Sun.)	NBC	13.6/23
50.	Webster	ABC	13.2/23
51.	Knight Rider	NBC	13.1/23
52.	Thirteen at Dinner	CBS	12.8/21
53.	Airwolf	CBS	12.7/21
54.	Hardcastle & McCormick	ABC	12.3/18
55.	Misfits of Science	NBC	12.[illegible]
56.	Charlie & Company	CBS	1[illegible]18
57.	George Burns Comedy Week	CBS	12.1/18
58.	Mr. Belvedere	ABC	12.[illegible]/20
59.	Stir Crazy	CBS	11.2/18
60.	Diff'rent Strokes	ABC	11.0/18
61.	Benson	ABC	10.4/17
62.	Ripley's Believe It Or Not	ABC	10.3/17
63.	Our Family Honor	ABC	10.1/16
64.	Lady Blue	ABC	10.0/15
65.	Spenser: For Hire	ABC	8.7/15
66.	Hometown	CBS	7.9/12
67.	Fall Guy	ABC	6.9/11

*indicates premiere episode

seek 90.7 mhz with engineering data to be submitted in amendment. Address: Campus Box B-3, University of Colorado, 80309. Principal is educational institution headed by Dr. Roy H. Shore. It has no other broadcast interests. Filed Oct. 1.

■ Warner Robbins, Ga.—Warner Robbins Christian Academy seeks 90.5 mhz; 10 kw; HAAT: 121.5 ft. Address: 2601 Watson Blvd., 31056. Principal is nonprofit corp. headed by Robert A. Woolsey. It has no other broadcast interests. Filed Sept. 24.

■ Big Lake, Tex.—Charles W. Bowles seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: 1st & Florida Sts., 76932. Principal has interest in, and is general manager of, KWGH(AM) Big Lake, Tex. His brother, Jim Bowles, owns KPOS(AM) Post, Tex. Filed Sept. 23.

Facilities Changes

Applications

AM's

Tendered

■ WKEA (1330 khz) Scottsboro, Ala.—Seeks CP to add night service with 500 w; install DA-N, and make changes in ant. sys. App. Oct. 21.

■ KSTR (620 khz) Grand Junction, Colo.—Seeks CP to add night service with 1 kw and make changes in ant. sys. App. Oct. 17.

■ WAFC (590 khz) Clewiston, Fla.—Seeks CP to add night service with 500 w and make changes in ant. sys. App. Oct. 18.

■ WLGC (1520 khz) Greenup, Ky.—Seeks CP to increase power to 9 kw. App. Oct. 15.

■ KUBR (1210 khz) San Juan, Tex.—Seeks mod. of CP to increase day power to 50 kw; change TL, and make changes in ant. sys. App. Oct. 15.

Accepted

■ KHYT (1330 khz) South Tucson, Ariz.—Seeks CP to change TL. App. Oct. 16.

■ KMBD (760 khz) Thornton, Colo.—Seeks MP to change TL and make changes in ant. sys. App. Oct. 16.

■ WLMV (1030 khz) Vernon Hills, Ill.—Seeks MP to change TL and make changes in ant. sys. App. Oct. 17.

FM's

Tendered

■ *KHSU-FM (90.5 mhz) Arcata, Calif.—Seeks CP to change HAAT to 1,450 ft. App. Oct. 15.

■ *KGNZ (88.1 mhz) Abilene, Tex.—Seeks mod. of CP to change HAAT to 62 ft; change tower height to 132 ft., and replace ant. App. Oct. 15.

Accepted

■ KAVV (97.7 mhz) Benson, Ariz.—Seeks CP to change TL; change ERP to .63 kw, and change HAAT to 589 ft. App. Oct. 15.

■ KAWA (105.9 mhz) Kingman, Ariz.—Seeks mod. of CP to change TL; change ERP to 24.6 kw, and change HAAT to 3,678 ft. App. Oct. 16.

■ KSOL (107.7 mhz) San Mateo, Calif.—Seeks CP to install aux. sys. App. Oct. 16.

■ KIKX-FM (102.7 mhz) Manitou Springs, Colo.—Seeks mod. of lic. to install new transmission sys. App. Oct. 17.

■ WAFL (97.7 mhz) Milford, Del.—Seeks CP to change HAAT to 328 ft. App. Oct. 15.

■ WCGQ (107.3 mhz) Columbus, Ga.—Seeks CP to change HAAT to 1,011 ft. App. Oct. 15.

■ WEZB (97.1 mhz) New Orleans—Seeks CP to change TL and change HAAT to 998.53 ft. App. Oct. 16.

■ KWKH-FM (94.5 mhz) Shreveport, La.—Seeks CP to change TL and change HAAT to 1,107.4 ft. App. Oct. 15.

■ *WHCF (88.5 mhz) Bangor, Me.—Seeks mod. of CP to change ERP to 79.21 kw and change HAAT to 1,603.92 ft. App. Oct. 16.

■ WTKS (102.3 mhz) Bethesda, Md.—Seeks CP to change ERP to 1.35 kw. App. Oct. 16.

■ WICO-FM (94.3 mhz) Salisbury, Md.—Seeks CP to change HAAT to 328 ft. App. Oct. 15.

■ KFUO-FM (99.1 mhz) Clayton, Mo.—Seeks CP to change TL and change HAAT to 1,009 ft. App. Oct. 16.

■ KESM-FM (105.5 mhz) El Dorado Springs, Mo.—Seeks mod. of CP to change HAAT to 188 ft. App. Oct. 16.

■ *KCEP (88.1 mhz) Las Vegas—Seeks CP to change ERP to 10 kw. App. Oct. 16.

■ WROW-FM (95.5 mhz) Albany, N.Y.—Seeks CP to change ERP to 12 kw. App. Oct. 15.

■ *WITR (89.7 mhz) Henrietta, N.Y.—Seeks mod. of lic. to install new transmission sys. App. Oct. 17.

■ KWCB (94.3 mhz) Floresville, Tex.—Seeks CP to change TL and SL to 1905 10th St., Floresville, and change HAAT to 300 ft. App. Oct. 17.

■ KIXS-FM (93.3 mhz) Killeen, Tex.—Seeks mod. of CP to change TL; change ERP to 100 kw, and change HAAT to 1,968 ft. App. Oct. 17.

■ WBDY-FM (106.3 mhz) Bluefield, Va.—Seeks mod. of CP to increase ant. height by 28 ft. App. Oct. 15.

TV's

Accepted

■ WAWS (ch. 30) Jacksonville, Fla.—Seeks CP to change ERP to vis. 5,000 kw, aur. 508 kw and change HAAT to 991 ft. App. Oct. 15.

■ KICI-TV (ch. 20) Iowa City—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 519 ft., and change TL. App. Oct. 15.

Actions

AM's

■ WBUL (1470 khz) Fort Knox, Ky.—Granted app. to change city of lic. to Shepherdsville, Ky.; change power to 2.5 kw; install DA-D; change TL, and make changes in ant. sys. Action Oct. 7.

■ WKBC (810 khz) North Wilkesboro, N.C.—Granted app. to change freq. to 800 khz. Action Oct. 7.

■ WWLS (640 khz) Moore, Okla.—Dismissed app. to make changes in ant. sys. Action Oct. 7.

■ WABA (850 khz) Aguadilla, P.R.—Granted app. to increase day power to 5 kw, increase night power to 1 kw, and change to non-DA. Action Oct. 7.

■ KONP (1450 khz) Port Angeles, Wash.—Granted app. to increase power to 1 kw. Action Oct. 10.

FM's

■ WZEW (92.1 mhz) Fairhope, Ala.—Granted app. to change HAAT to 288.64 and make changes in ant. sys. Action Oct. 4.

■ *WVUA-FM (95.1 mhz) Tuscaloosa, Ala.—Granted app. to change vertical polarization. Action Oct. 9.

■ KAWA (95.3 mhz) Kingman, Ariz.—Dismissed app. to change ERP to 24.6 kw; change HAAT to 3,678 ft., and change TL. Action Oct. 1.

■ KROK (92.1 mhz) De Ridder, La.—Granted app. to change ERP to 1.2 kw and change HAAT to 505.12 ft. Action Oct. 9.

■ KHOM (104.1 mhz) Houma, La.—Granted app. to change TL and change HAAT to 1,954 ft. Action Oct. 9.

■ WCKW (92.3 mhz) La Place, La.—Granted app. to change TL and change HAAT to 1,954 ft. Action Oct. 9.

■ *WFAE (90.7 mhz) Charlotte, N.C.—Granted app. to change TL; change HAAT to 390.32 ft., and make changes in ant. sys. Action Oct. 8.

■ KUPL-FM (98.5 mhz) Portland, Ore.—Granted app. to change ERP to 100 kw and change HAAT to 1,104 ft. Action Oct. 9.

■ KLRZ (94.9 mhz) Provo, Utah—Granted app. to change TL. Action Oct. 9.

■ *WHLA (90.3 mhz) La Crosse, Wis.—Granted app. to change ERP to 100 kw. Action Oct. 9.

TV's

■ WYZZ-TV (ch. 43) Bloomington, Ill.—Granted app. to change ERP to vis. 1,112 kw, aur. 112 kw and change HAAT to 965 ft. Action Oct. 7.

■ KMSO-TV (ch. 17) Missoula, Mont.—Granted app. to change ERP to vis. 300 kw, aur. 30 kw and change HAAT to 263.7 ft. Action Oct. 7.

Summary of broadcasting
as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

In Contest

Review board made following decision

■ Baltimore (United Broadcasting Co. of Eastern Maryland Inc. and SRW Inc.) FM proceeding. Granted joint petition for approval of agreement and granted app. of United Broadcasting for renewal of WYST-FM Baltimore; dismissed app. of SRW, and terminated proceeding. By order, Oct. 8.

ALJ Joseph Chachkin made following decisions

■ New York (City of New York Municipal Broadcasting System, et al) AM proceeding. Granted motion for partial summary decision by Long-Pride Broadcasting Co. and resolved section 73.24(j) and air hazard issues in its favor and severed from proceeding apps. of Long-Pride and Musical Heights Inc., conditionally granting their apps. for AM facilities in Charlotte, N.C., and Frederick, Md., respectively. By MO&O, Oct. 9.

■ Conroe, Tex. (Jack Clarke III, et al) TV proceeding. By separate MO&O's: granted Brokinrod Broadcasting Co.'s motion to enlarge issues against Luis Y Nelida Castaneda to determine whether Castaneda can effectuate proposed operation with proposed staff; granted Brokinrod's motion to enlarge issues against San Jacinto Television Corp. to determine: whether San Jacinto has sufficient funds to prosecute its app. and construct and operate its proposed station; whether it engaged in misrepresentation or lacked candor in certifying its financial qualifications; whether it violated rules by failing to report that Timothy Crosby intends to divest his interest in San Jacinto in event of grant of another pending television station app. in San Antonio, Tex., and in light of issues, the effect thereof on San Jacinto's qualifications to be commission licensee. By MO&O's, Oct. 8

ALJ John H. Conklin made following decision.

■ Mobile, Ala. (Mobile TV 61 Inc.) TV proceeding. Upon resolution of air hazard issue, granted app. of Mobile TV 61 for new TV station in Mobile, Ala. Only other applicant, South Alabama Telecasters, withdrew itself from proceeding. By initial decision, Oct. 8.

ALJ John M. Frysiak made following decisions

■ Lake Worth, Fla. (Lake Worth Broadcasting Corp. and Hispanic Broadcasting Inc.) TV proceeding. Granted petition for partial reconsideration and classification by Hispanic, rescinded portion of MO&O released Sept. 6 granting Hispanic's app., and retained that app. in hearing status